

Shire of Lake Grace

18 December 2024 Ordinary Council Meeting INFORMATION BULLETIN ITEM 16.0 - ATTACHMENTS

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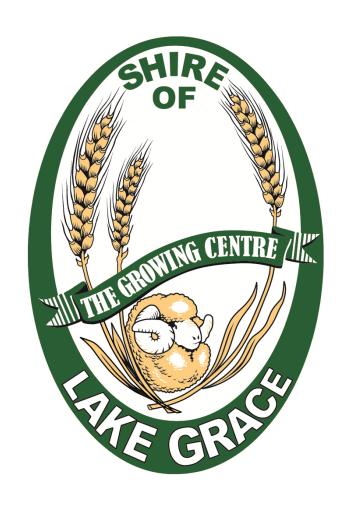
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Information Bulletin Infrastructure Services Report

Shire of Lake Grace

Prepared for the December 2024 Ordinary Council Meeting presenting information to the end of November 2024

Road Maintenance Grading

For the month of November 2024

Lake Grace Area		Newdegate Area		Lake King-Varley Area	
Road Name	Graded (km)	Road Name	Graded (km)	Road Name	Graded (km)
Not retrieved		Aylmore Rd	15.22	Ace Rd	5.00
		Biddy Buniche Rd	8.66	Baanga Hill Rd	2.80
		Biddy Camm Rd	22.62	Biddy Camm Rd	8.74
		Buniche North Rd	11.00	Fitzgerald Rd	9.78
		Chamberlain Rd	2.54	Hatters Hill Rd	19.05
		Dragon Rock Rd	7.50	Hogan Rd	15.69
		Dyke Rd	13.49	Long Creek Rd	10.88
		Easton Rd	7.78	Mallee Tree Rd	9.33
		Edwards Rd	5.55	Milsteed Rd	6.23
		Haig Rd	10.36		
		Jensen Rd	6.95		
		Kirwan Rd	6.00		
		Lockhart Rd	10.20		
		Magenta Rd	8.76		
		McDonald St	0.68		
		Mount Sheridan Rd	34.44		
		Mount Vernon Rd	24.79		
		Newdegate North Rd	7.12		

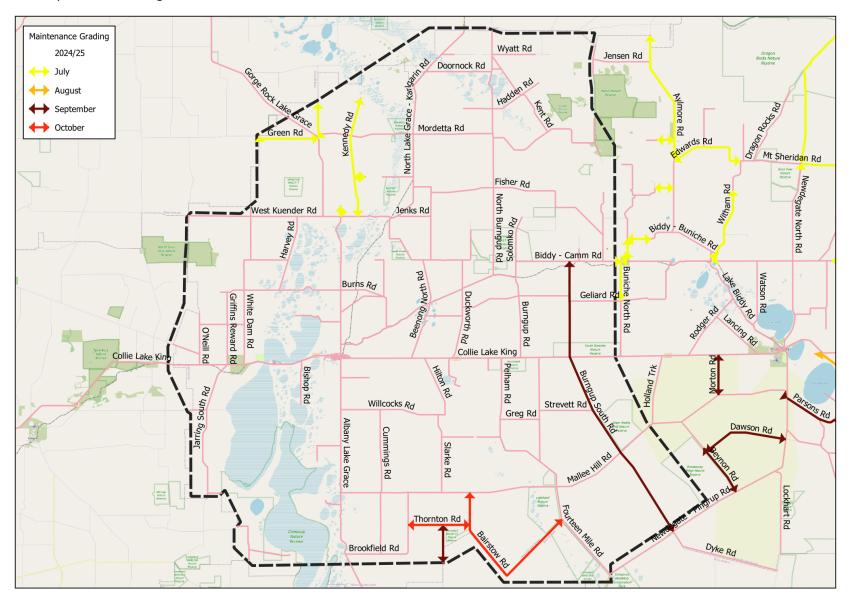
11.000
1.5.00
Watson Rd 7.69

Information Bulletin – Infrastructure Services Report

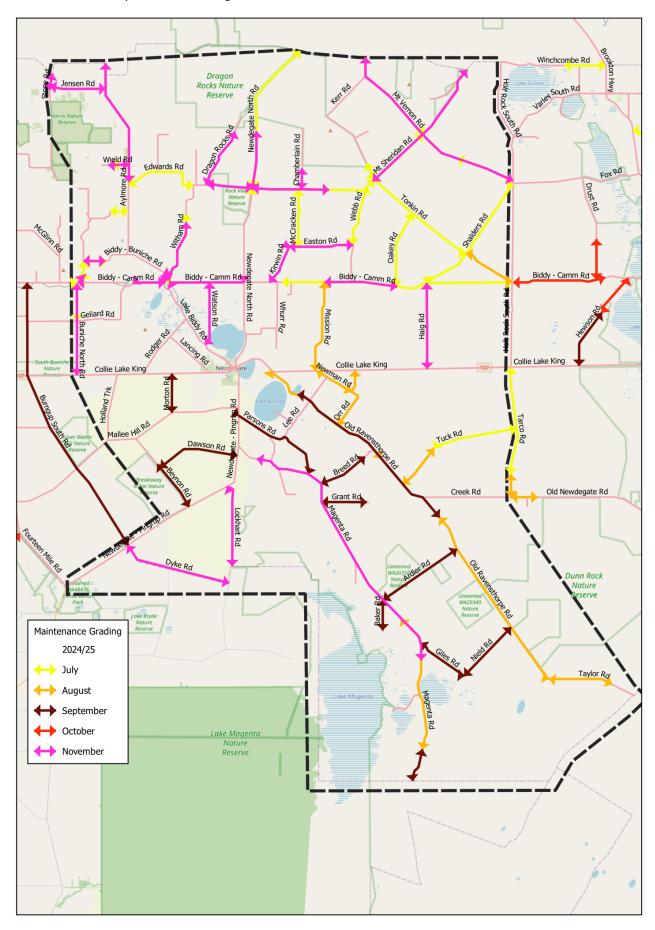
December 2024 Ordinary Council Meeting

2024/25 Year-To-Date Grading by Month

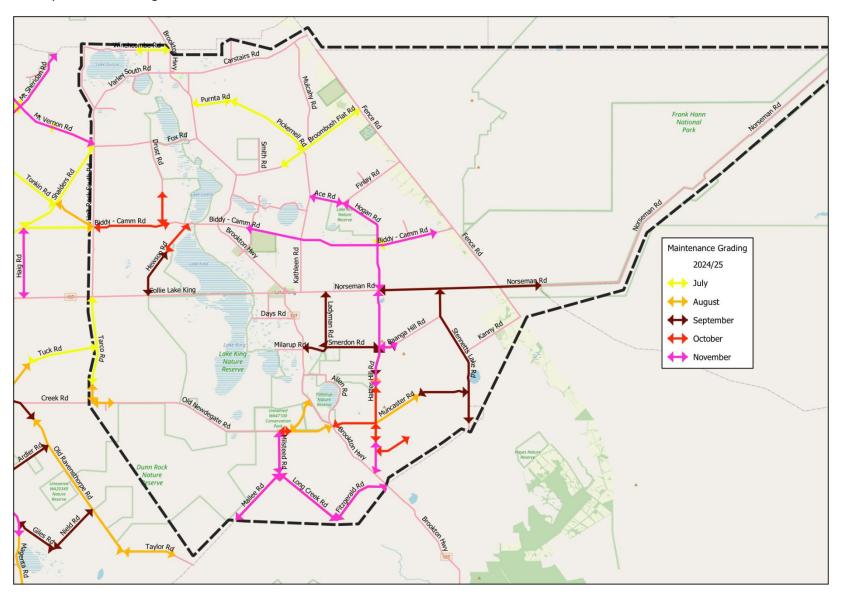
Year	Month	Lake Grace Area (km)	Newdegate Area (km)	Lake King- Varley Area (km)	Monthly Subtotal
	July	28.20	204.69	79.59	312.48
	August	-	112.31	92.59	204.90
2024	September	39.37	101.79	96.31	237.47
2024	October	27.73	0.00	79.54	107.27
	November		223.55	87.50	311.05
	December				
	January				
	February				
2025	March				
2025	April				
	May				
	June				
	<u>To-Date</u>	<u>67.10</u>	<u>642.34</u>	<u>435.53</u>	<u>1173.17</u>



Monthly maintenance grading - Lake Grace area



Monthly maintenance grading - Newdegate area



Monthly maintenance grading - Lake King-Varley area

Plant Maintenance

Plant Acquisitions

• 2024 Isuzu MU-X SVU.

Plant Repairs

Plant	Plant Description	Action
PGRA07	2015 John Deere 770G Grader	Replace window.
PGRA08	2020 Cat 140 Motor Grader	250 hour service, repair 1 x tyre.
PGRA09	2024 John Deere 7670G Grader	Installation of mobile antenna amplifier.
PLVU48	2020 Ford Ranger Single Cab	Repair power steering.
PLVU53	2022 Mitsubishi Pajero Sport	77,000 km service, replace 4 x tyres.
PTCK22	2021 Hino 3-ton Tip Truck	45,000 km service, replace 1 x tyre.
PTCK23	2021 Mack Prime Mover	Replacement power steering reservoir parts.

Building Construction & Maintenance

Construction

- Construction of sheds for the Lake Grace Pump Track.
- Completion of shade shelters along the Sporting Precinct Footpath.

Maintenance

Lake Grace

- 36 Bennett Street.
- 54a Bennett Street.
- Hall, Public.
- Shire Admin Office.
- Shire Depot.
- Visitor Centre.

Newdegate

- Swimming Pool.

Lake King

- Public Toilets.
- Sports Pavilion

Varley

- Nil.

Other

- Nil.

Parks & Gardens Maintenance

Lake Grace

- General maintenance, gardening/mowing & tidying of gardens and parks.

Newdegate

 General maintenance, gardening/mowing of the recreation grounds, parks and skate park.

Lake King

- Carried out general gardening, mowing and spraying to all parks and gardens.

Varley

- Carried out gardening maintenance and general maintenance, including spraying, mowing, raking of the town site, sports complex and cemetery for weeds.

Pingaring

- Nil.

Customer Service Requests

For the period of 1 July 2023 to 30 November 2024:

Category	Complete	Incomplete	Total	% Complete
Works	11	10	21	52.4%
Building	19	15	34	55.9%
Parks & Gardens	8	5	13	61.5%
<u>Total</u>	<u>38</u>	<u>30</u>	<u>68</u>	<u>55.9%</u>



MINUTES

General Meeting

Monday 18 November 2024, Kondinin Shire Council Chambers, commencing 10.30 am.

1. MEETING OPENED: 11:09 am

2. ATTENDANCE RECORD:

2.1. Attendees:

President		Bevan Thomas	
Vice President		-	
Executive Officer / Marketing Coordinator		Alyssa Szekeres	
Shire Representatives	Bruce Rock	Shayna Campbell	
	Corrigin	Tayla Bryant, Natalie Manten, Sharon Jacobs	
	Kondinin	David Burton, Kerrie Green	
	Kulin	Robbie Bowey, Taryn Scadding	
	Lake Grace	Jo Morgan, Alan George	
	Narembeen	Hannah Bald, Georgia Atkins	
	Quairading	Natalie Ness	
	Beverley	Jacinta Murray, John Maxwell	
Associate Members			

- **2.2. Apologies:** Amy Hardham, Jen Verhoogt, Jo Haythornthwaite, Jen Green, Desiree Waters, Steevi-Lee Thomas, Len Armstrong, Rebecca McCall, Megan Leach, Caris Negri
- 2.3. Guests: -

3. PREVIOUS MINUTES:

3.1. Confirmation - GENERAL MEETING

MOTION

Moved: Robbie Bowey Seconded: Sharon Jacobs

That the Minutes of the Roe Tourism Association General Meeting held on 19 August 2024 at the Corrigin Community Resource Centre.

CARRIED

3.2. Business Arising from Previous General Meeting Minutes

4. FINANCIAL REPORT:

4.1 RTA Financial Report for period 01 August 2024 – 31 October 2024

Further information on the financial position is in the financial report attachment.

MOTION

Moved: Sharon Jacobs Seconded: Bec McCall

That the Committee accept the Financial Report for the period 01 August 2024 – 31 October 2024 be accepted as a true and accurate record.

5.1 Presidents Report

5.2 Marketing Coordinator Report

Full marketing report attached.

6 GENERAL BUSINESS

6.1 Reels & Content Creation

- The group discusses the lack of interest in Taylormadefortravel at the current period in time.
- Alyssa shares content video ideas for representatives to start collecting

6.2 Wave Rock Selfie Promotion Opportunity

- David Burton (Kondinin Shire) presents the opportunity of having a hashtag of Pathways to Wave Rock on the selfie signage.
- The group discusses whether Roe Tourism would like to partake in this opportunity the group decides to explore opportunities for a trail and grants.

ACTION: Alyssa to look at opportunities and contact Steevi-lee regarding information.

6.3 Capturing Visitors and Feedback

The group discusses QR code options and questions

ACTION: Alyssa to adjust questions as per discussion and share with the group for feedback

ACTION: Alyssa to design banner options for the next meeting with a QR code on the banner

Wave Rock cctv number for 12 months.

Month/Year	Visitorsin	Vehicles In
Oct-23	6028	3356
Nov-23	6086	3253
Dec-23	7612	4566
Jan-24	8257	5027
Feb-24	4995	3348
Mar-24	9875	4622
Apr-24	9498	4185
May-24	4420	2775
Jun-24	3456	2423
Jul-24	4089	2542
Aug-24	4248	2541
Sep-24	9201	5184

77765	43822
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7 MEMBER SHIRE REPORTS:

Beverley

- Trails Master Plan is complete
- Beverley Station Arts has had some events; Beccy Cole (done and sold out), Steevie Nics tribute Bloom (Sold out), Christmas Party (upcoming event)
- Wildflowers are out and updating on socials
- Civic centre is complete at the old school building with a community town square
- Beverley Dome Roadhouse open 7 days
- Red Vault Café change of owners now reopened
- Pool development of pump room will be underway after pool season
- Beverley Airshow will be held on 14 March 2026 expecting approx. 5000 to 10000 attendees

^{*}Statistics supplied by David Burton from the Shire of Kondinin. (Shows below the visitors and vehicles at Wave Rock)

Bruce Rock

- Looking at relationships in town regarding collecting tourist data
- · Collected feedback on Back to the Bush event
- Tom Curtain & Katherine Outback Experience will be coming to Bruce Rock on 15 December 2024
- Museum Volunteers are doing an amazing job collecting tourist numbers by a logbook approx. 300-400 visitors in October.

Corrigin

- Tourism brochure update, collating brochures to 1 Corrigin brochure
- Wildflower season numbers were higher than in previous years display at the CRC with photos of what can be found on the trail was a great feature with good feedback.
- Celebrated the Hospital's 100 years, 75 Bulyee Hall and the 100 years of bowls
- Lots of caravan clubs reaching out to plan 2025 trips
- Paddock camps need planning and management plans. Rules and regulations for these are also needed. Feedback on how other shires are managing these is wanted.

Kondinin

- Coronation Park Mural complete area has a playground (safety of keeping tourists off the main road)
- Looking at completing a mural map for the shire (possibility for RTA)
- Xmas Markets and Hyden Markets coming up
- Gourmet in the Garden will be held in March 2025
- Discover Centre in Kondinin is still a project in the works looking to collect letters of support
- Anzac Day Commemoration looking to send people out from Kondinin through the PTWR route
- Sealing Hyden-Norseman Road Project looking at funding for the project

Kulin

- Pool and slide open as of November after restoring the slide and installing new shade. Numbers were huge in 2023 – this is an opportunity for PTWR
- New tennis courts
- Bush races will be held on the 03, 04, and 05 October 2025 celebrating 30 years of the races.
- Blazing swan event will be held on 06, 17, and 18 April 2025
- Hosting some smaller local Christmas events to finish off the year

Lake Grace

- Busy October with Visitor Centre numbers beating most of the previous records
- Australian Inland Mission will be celebrating the 100 years
- Harvest Festival on 12 December at the new Park (official opening) with entertainment and more
- Visitor Centre has been open 7 days

Narembeen.

- New Facebook page and new #'s
- Readvertised in the AGO Holiday Planner
- Celebrating Shires 100 years and CRC 30 years
- Bin2Bin scheduled for March long weekend in 2025
- Signage is being updated and interpretive signage for the historical walk and Walker Lake updated
- Collecting stats with caravan bookings and DPIRD stats

Quairading

- Updating the Quairading sporting precinct
- New café opened along with a new chef at the BP (great feedback getting people to spend money and time in the town)
- Hotel closed looking to possibly open in the future
- New allied health in town getting young people and partners in town
- Vet opening in town to provide services Heartland Vet York
- Quairading pub looking at renovations, etc. Opening date not yet determined
- Australia day council provided funding for murals by Charlie Colbung (he has been entered in the Pixels competition)
- Awarded 2 finalist categories at the State and Tiny Towns Awards

8 FORWARD DIRECTIONS QUARTERLY REPORT:

Reports for May to July will be shared with minutes.

The group agrees that the report is not mandatory and will attempt to get it done to be presented at meetings, however, may not be possible for every meeting.

9 NEXT MEETING: 17 February 2025 at Shire of Bruce Rock commencing at 10.30 am.

10 CLOSE OF MEETING: 12:31 pm

Thank you Kondinin for hosting the meeting.



FINANCIAL STATEMENT

BENDIGO BANK

01 August 2024 - 31 October 2024

OPENING BALANCE 01 AUGUST 2024	\$45,325.44
Total Deposits	-
Total Debits	\$19,738.22
CLOSING BALANCE 31 OCTOBER 2024	\$25,587.22

DEPOSITS – AUGUST	
	-
DEPOSITS - SEPTEMBER	
	-
DEPOSITS - OCTOBER	
	-

DEBITS - AUGUST	
Transaction from Bendigo to RTA Pre-Paid Mastercard	443.52
Beverley CRC EO Wage	3,360.00
Beverley CRC Marketing Wage	3,360.00
AGO Marketing Co-Operative Campaign	3,300.00
Xero Subscription	35.00
DEBITS - SEPTEMBER	
Xero Subscription	35.00
DEBITS - OCTOBER	
Sally J Pro Webcare Plan	689.70
B&W Studio - Final artwork for signage	2,240.00
Beverley CRC EO Wage	3,120.00
Beverley CRC Marketing Wage	3,120.00
Xero Subscription	35.00

FINANCIAL NOTES

- Reconciled in XERO
- · Upcoming debits
 - o Xero Subscription Payments 3 months at \$35.00
 - o 2025 AGO Planner Full Page Advertisement \$
 - o 2025 AGO Map Advertisement \$
 - o Hello Perth Listing on WA Map \$



FINANCIAL STATEMENT

PRE-PAID MASTERCARD

01 August 2024 - 31 October 2024

OPENING BALANCE 01 AUGUST 2024	\$5.00
Total Deposits	\$443.52
Total Debits	\$221.76
CLOSING BALANCE 31 OCTOBER 2024	\$226.76

DEPOSITS – AUGUST	
Transaction from Bendigo to RTA Pre-Paid Mastercard	443.52
DEPOSITS - SEPTEMBER	
	-
DEPOSITS - OCTOBER	
	-

DEBITS - AUGUST	
DEBITS - SEPTEMBER	
Google Australia Membership	221.76
DEBITS - OCTOBER	

FINANCIAL NOTES

- Reconciled in XERO
- Google Australia Membership (for emails) 6 months paid in September



MARKETING UPDATE

SOCIAL MEDIA UPDATES

*Social media update attached

Please keep tagging #pathwaystowaverock and @pathwaystowaverock in your posts.

RTA ROADSIDE SIGNAGE PROJECT

We have spent the last few months, working on POs, sign quantities, final images, working on the design, completing final edits and so much more. Jason Signs are working on installing the struts applied to the backs and final fabrications. Estimated production completion is to be confirmed. **ACTION:** Signage to be displayed once delivered.

AUSTRALIAS GOLDEN OUTBACK

AGO Co-Operative Campaign

Some key items to share include; This campaign will begin in mid-February to May 2024.

The main idea is to draw people to the AGO Wheatbelt Weekender landing page and then to each self-drive trail website. We have had 2 meetings so far with AGO to work out the finer details and what we would like to see improved from last year's campaign and what we would like to see going forward. I will share more on this as decisions and further meetings occur.

ADVERTISING | 2024 - 25

AGO Holiday Planner and Map

We have successfully placed an advertisement in the AGO Holiday Planner. Feedback on this placement was requested previously, thank you to those who provided any additional insights/changes as requested. The 2024 AGO Map was free of charge to advertise in, we have placed an ad in this to see the reception we receive and will reassess for the next financial year 2025-2026.

Hello Perth Map

We continue our presence in the Hello Perth Map. With a similar advert to last year, just a change in the wording.

RTA WEBSITE UPDATE

Google Performance: 01 August to 31 October

We had 852 clicks (Total clicks is how many times a user clicked through to your site. How this is counted depends on the search result type) and 52.1K impressions (Total impressions is how many times a user saw a link to your site in search results. This is calculated differently for images and other search result types, depending on whether or not the result was scrolled into view.)

E-newsletter: We have been promoting "sign-up" to our newsletter with a pop-up on our new site, to start building our email list. The setup of these emails has not been that easy... this is still being sorted. **ACTION:** Alyssa to contact Sally J regarding set up.



OPPORTUNITIES

Video Content

Creating content is time-consuming however a crucial factor in today's social media. Often posts don't capture the attention of the audience like a video does. I have curated a list of videos I would like each of our shires to create, these are short videos that I hope to collect and edit. I have attached the list along with some tips and tricks.

WHAT'S NEXT FOR RTA

Consistent branding

Consistent branding for Pathways to Wave Rock is essential for building recognition and trust with visitors, professionalism, and ensuring clear messaging. It helps differentiate the destination making Pathways to Wave Rock stand out, and makes marketing efforts more efficient.

ACTION: Confirm what items you need to be updated;

Banners – Do you have one? Do you want/need one?

Bin Covers – Do you have them? Do you want them? If so, how many? Is this something still viable?

Instagram & Facebook Report

@pathwaystowaverock

August 2024 to October 2024



Pathways to Wave Rock



Instagram

@pathwaystowaverock

Audience



Followers:

2,018 number of followers as of October, 2024

Demographics

Our main viewers, 38.4% are from Perth.
73.1% of our followers are female with our main age ranges are 35-44 years old and 25-34 years old.

Posting Cadence



Posting frequency:

- Posting on average 2 times per week
- Average 2/3 amount of Stories per week

Posting times:

Our main user active times are 6:00-8:00 pm. We will utilise by posting according to this at approx 5.00 pm and 7.00 pm.



Pathways to Wave Rock



Insights



Reach

1711-upby10.9%

100% organic reach and growth as we have not paid for ads.

Reach refers to the number of unique users who have seen your content. It is a crucial metric for understanding the effectiveness and visibility of your posts, stories, and ads on these platforms.



Profile Visits

152-upby 3.4%

Profile visits refer to the number of times users have visited your profile on a social media platform. This metric is essential for understanding how many people are interested in learning more about you or your brand after seeing your content.



Content Interactions

584-upby 27.5%

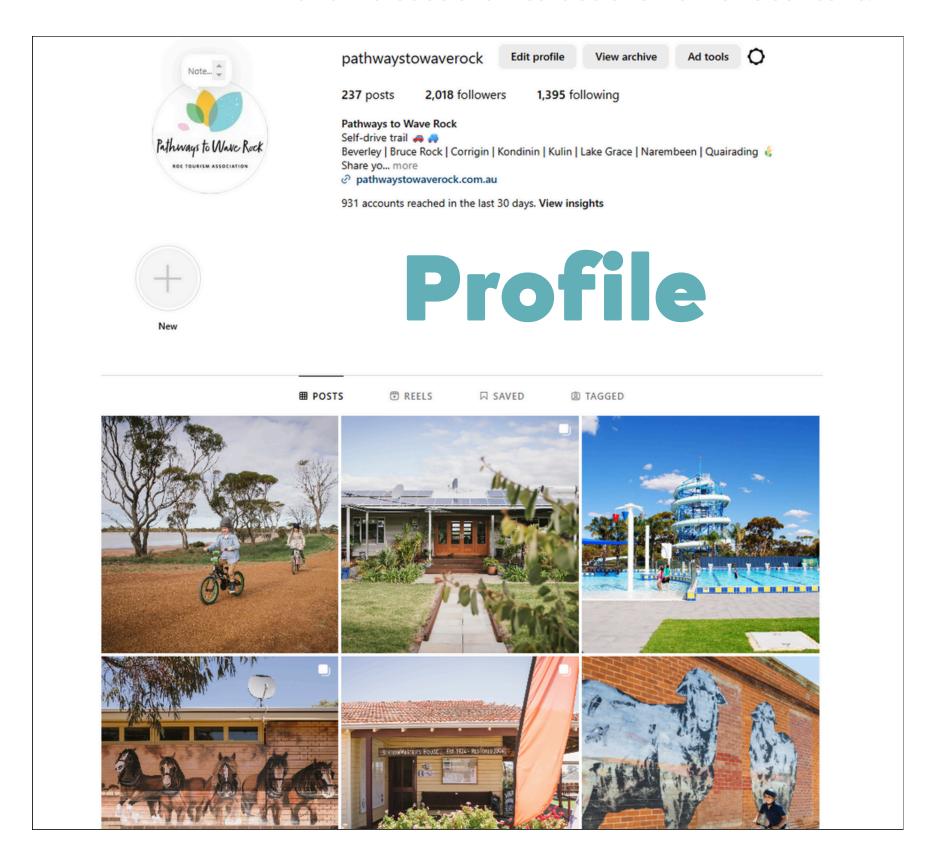
Content interactions refer to the various ways users engage with your content on social media platforms. This metric encompasses all forms of engagement, including likes, comments, shares, saves, and clicks, providing a view of how users are interacting with your posts, stories, or ads.

Video content



Reels

The goal is to increase the amount of reels we post and increase the interactions from this content.



Tagging

Accounts Tagging

Beverley - @visit.beverley @beverleycrc

Bruce Rock - @shireofbrucerock @bk_crc

Corrigin - @comeexplore_corrigin

Kondinin - @shireofkondinin @destinationwaverock

Kulin - @visitkulin

Lake Grace - @lakegracevisitorcentre

Narembeen - @shireofnarembeen @narembeen_crc

Quairading - @visitquairadingwa @shireofquairading @quairadingcrc

Other

Australia's Golden Outback-@australiasgoldenoutback

Wheatbeltway - @wheatbeltway

Angie Roe - @angieroephotography



Location tags

Adding the location based on the image.

- @Pathways to Wave Rock
- @Beverley, Western Australia
- @Bruce Rock, Western Australia
- @Corrigin, Western Australia
- @Kondinin, Western Australia
- @Kulin, Western Australia
- @Lake Grace, Western Australia
- @Narembeen, Western Australia
- @Quairading, Western Australia



Hashtags

#austtraveller #pathwaystowayerock #australiasgoldenoutback #westisbest #westernaustralia #wheatbeltweekends #wheatbeltwa #wathedreamstate #roadtripwa #roadtripaustralia #seewesternaustralia #explorewesternaustralia #abcofwa #adventureawaits #wanderoutyonder #justanotherdayinwa #travelwesternaustralia #caravanandcampingwa #extraordinarywa #outbackroadtrip #thisiswa #outbackroads #roadsignsaustralia #escapethecity#weekendgetaway#regionaltourism#wanderoutyonder

Beverley - #visitbeverley #beverleywa

Bruce Rock - #brucerock

Corrigin - #corrigin

Kondinin-#Kondinin#hyden

Kulin-#visitkulin#kulin

Lake Grace - #lakegrace

Narembeen – #visitnarembeen #beseeninnarembeen

Quairading - #Quairading

Facebook

@Pathways to Wave Rock

Audience



Followers:

2,635 followers & 2,300 likes | followers are up by 58.1%



Our main viewers, 34%, are from Perth.
75.9% of our followers are female with our main age ranges being 35-44 years old and 45-54 years old.

Posting Cadence



Posting frequency:

- Posting on average 2 times per week
- Average 2/3 amount of Stories per week
- Posting times:

Our main user active times are 6:00-8:00 pm. We will utilise by posting according to this at approx 5.00 pm and 7.00 pm.



Pathways to Wave Rock



Insights



Reach

38790-upby70.3%

100% organic reach and growth as we have not paid for ads.

Reach refers to the number of unique users who have seen your content. It is a crucial metric for understanding the effectiveness and visibility of your posts, stories, and ads on these platforms.



Facebook Visits

1300-downby86.5%

Profile visits refer to the number of times users have visited your profile on a social media platform. This metric is essential for understanding how many people are interested in learning more about you or your brand after seeing your content.



Content Interactions

1315-upby 73.5% (From non-followers 656 | increased 178%)

Content interactions refer to the various ways users engage with your content on social media platforms. This metric encompasses all forms of engagement, including likes, comments, shares, saves, and clicks, providing a view of how users are interacting with your posts, stories, or ads.



Impressions

45K-upby 9.5%

Impressions refer to the total number of times your content is displayed, regardless of whether it is clicked or not. This metric is important for understanding the overall visibility of your posts, stories, or ads on social media platforms like Instagram and Facebook.

Video content

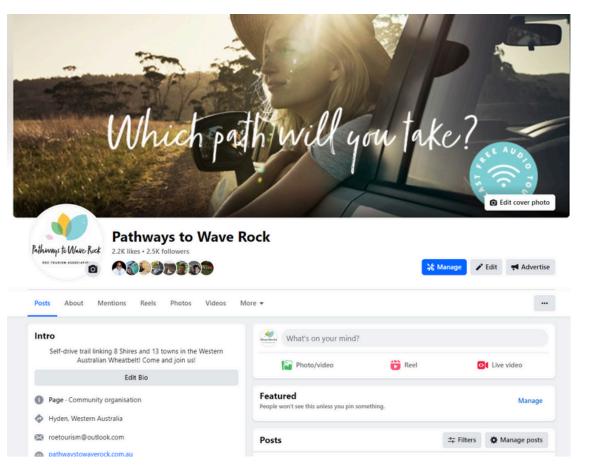


Reels

We are posting reels 2x a month An average reach of 190

The goal is to increase the amount of reels we post and increase the interactions from this content.

Profile





OO Newdegate Community Resource Centre, Angie Roe Photography at

Pathways to Wave Rock

Published by Alyssa Lupton **②** · 5 d · **③**

Tagging

Accounts Tagging

Beverley - @Visit Beverley WA @Beverley Community

Resource Centre @Shire of Beverley

Bruce Rock - @The Shire of Bruce Rock @Bruce Rock

Community Resource Centre

Corrigin - @Shire of Corrigin

Kondinin - @shireofkondinin @destinationwaverock

Kulin-@VisitKulin

Lake Grace - @Lake Grace Visitor Centre @Shire of Lake Grace

Narembeen - @Shire of Narembeen @Narembeen Community

Resource Centre

Quairading - @Visit Quairading WA @Shire of Quairading @Quairading CRC

Other

Australia's Golden Outback-@Australia's Golden Outback Wheatbeltway-@Wheatbelt Way Angie Roe-@Angie Roe Photography



Location tags

Adding the location based on the image.

- @Beverley, Western Australia
- @Bruce Rock, Western Australia
- @Corrigin, Western Australia
- @Kondinin, Western Australia
- @Kulin, Western Australia
- @Lake Grace, Western Australia
- @Narembeen, Western Australia
- @Quairading, Western Australia



Hashtags

#pathwaystowaverock #australiasgoldenoutback #austtraveller #westisbest #westernaustralia #wheatbeltweekends #wheatbeltwa #wathedreamstate #roadtripwa #roadtripaustralia #seewesternaustralia #explorewesternaustralia #abcofwa #adventureawaits #wanderoutyonder #justanotherdayinwa #extraordinarywa #travelwesternaustralia #caravanandcampingwa #roadsignsaustralia #outbackroadtrip #thisiswa #outbackroads #escapethecity #weekendgetaway #regionaltourism #wanderoutyonder

Beverley-#visitbeverley#beverleywa

Bruce Rock - #brucerock

Corrigin - #corrigin

Kondinin-#Kondinin#hyden

Kulin - #visitkulin #kulin

Lake Grace - #lakegrace

Narembeen – #visitnarembeen #beseeninnarembeen

Quairading-#Quairading

Kind Regards

Front Reception



Shire of Lake Grace
Address: 1 Bishop Street, Lake Grace WA 6353
Postal Address: P0 Box 50, Lake Grace WA 6353
\$\tilde{\text{WA}}\) Phone: (08) 9890 2500
\$\tilde{\text{B}}\) Fax: (08) 9890 2599



From: BAMBLING Michelle [Lake Grace District High Sch] <michelle.bambling@education.wa.edu.au>

Sent: Thursday, 12 December 2024 2:38 PM

To: Shire of Lake Grace <shire@lakegrace.wa.gov.au>

Subject: Pool Pass Winner

This email is to notify you that Mitchell Matthews was the winner of the pool pass that you donated.

Thanks again for your gift.

Kind Regards,



I respectfully acknowledge the past and present traditional owners of the land the Noongar people, on which we work and live together. It is a privilege to be on Noongar country.

Nganay waangkiny kaaditj koora burdiya nidja Noongar boodja, ngalak nyin wer kaadatj doyintj-doyintj. Ngany djoorapiny Noongar boodja-k.





https://www.lakegracedhs.wa.edu.au/