



MINUTES

**WARREN BLACKWOOD ALLIANCE OF COUNCILS BOARD MEETING
TUESDAY 10 DECEMBER 2024, 4PM
HOST: SHIRE OF NANNUP**

Meeting opened: 4.02pm

1. Welcome

a) Acknowledgement to Country

Cr Tony Dean acknowledged the traditional custodians of the land on which we meet today and paid respect to Elders past, present and emerging.

Cr Donelle Buegge welcomed new Shire of Donnybrook Balingup CEO Nick O'Connor and Acting CEO of Shire of Bridgetown Greenbushes Mal Osbourne, to the WBAC meeting.

b) Attendance:

Voting:

Cr Donelle Buegge SOM (Chair)
Cr Steve Miolin SOM
Cr Vivienne MacCarthy SODB
Cr Richard Walker SOBB
Cr Helen O'Connell SOBB
Cr Vicki Hansen SON
Cr Jenny Mountford SOBG

Nick O'Connor DODB
Mal Osbourne SOBG (Left 6.18pm)
Cr Alexis Davy SODB (Arrived
4.10pm pm)
Cr Tony Dean SON (Left at 5.15pm)
David Taylor SON (Voting from
5.15pm- 5.54 & 6.10pm onwards)

Non-voting:

Leonard Long SOBB
Katie McDonnell Executive Officer (EO)
Billy Wellstead (SWDC)
Ben Rose SOM (arrived 4.40pm)

Apologies for absence:

Cr Sean Mahoney SOBG

2. **Presentation:** Rebecca Cotton: 2026 UCI Gravel World Championships

UCI Gravel World Championships in Nannup from October 10-11, 2026

- Elite World Championships and Age Group World Championships
- G7: October 3-9 - Celebration of Gravel Cycling in the South West
- 20 World Championship races over 2 days
- Saturday 10th: Elite Women & All 40+ Age Categories
- Sunday 11th: Elite Men & All 19-39 Age Categories

World Gravel Series

- 30+ UCI-sanctioned events held annually all over the world (24 countries).
- Top 25% of riders in each age group in each event qualify for the UCI Gravel World Championships.
- SEVEN Gravel Race is held in Nannup every year, as part of this series.
- Year on year growth of series – 20K+ in 2025
- Dates:
 - 2024 Belgium, Flemish Brabant (done!)
 - 2025 France, Nice
 - 2026 Western Australia, Nannup
 - 2027 France, Haute Savoie
 - 2028 Saudi Arabia, Alula

2026 event

- Hundreds of UCI and national team officials attending.
- Transport and accommodation for officials.
- Global media visitation.
- National team logistics: mechanics, physios, managers, doctors, equipment, bikes.
- Anti-doping testing location and requirements.
- Award Ceremony and Press Conference locations.
- TV broadcast logistics: motorbike cameras, helicopters, static cameras

Event success

- Zero fatalities and minimum 4-out-of-5 stars for race safety
- Minimum 4-out-of-5 stars for participant satisfaction
- 10K-20K outside of region visitors over 9-day event window
- 3K+ riders participating in events over 9-day event window
- 9+ days of riding-related events and activities delivered
- Sponsor ROI benchmarks reached
- South-West Region growth in gravel cycling for tourism, recreation, transport and fitness
- Full wayfinding infrastructure for gravel roads/trails in Blackwood Bike Park
- Development of world class event facilities, infrastructure and amenities
- Highly compelling cyclo-tourism packages for gravel cyclists.

Opportunities for community

- Accommodation and camping
- Workforce and volunteering
- Out of town parking and transport
- The mascot to signal participation
- Business activation: products and services to offer (locals first)
- Venues & facilities to promote
- Music to showcase

- Satellite events to deliver
- Opportunities for regional youth and community groups (e.g. VIP)
- TV Broadcast 120+ countries around the world
- We practice: 2025 (around 1,500 competitors) & 2026 (around 3,000 + competitors – last chance to qualify in Australia) SEVEN Gravel Race events in May

Milestones to 2026

- Secure full funding to host the best possible event
- Build community support and participation
- Grow 'Champions' of the event
- Build our event delivery team
- Build website and socials
- Develop travel and accommodation packages to be ready by October 2025.
- Go live Oct 2025 in Nice, France
- Support participating towns to develop their own satellite events, services, facilities & products

Discussion:

- Asked Rebecca to add Manjimup and Pemberton to the map for the event.
- Look at resources we have collectively that can support riders and their support crews.
- Can look at satellite events from 2025
- Consider parking nodes with buses in from properties.
- LGA's consider rules to allow people to use properties for camping and caravanning to maximise people staying in towns.
- Need SF&V website linked from UCI website
- Need to develop SF&V adverts that can be used in broadcasting.
- Our towns can be social hubs – have them marked on UCI map.
- WBAC could have a working group for the region that supports community to host satellite events.
- SON are:
 - Meeting with their community and businesses and putting together funding pitch for legacy projects.
 - Working with chamber to support businesses – business ready projects.
 - Looking at small business development grants with SWDC.
 - Looking at streamlining planning process for the duration of the event.
- Need to create food, beverage shopping precincts in Nannup.
- Spectators will stay in Nannup during a race as the race only lasts 4 – 5 hours: Look at what people are going to do - Bus tours, experiences, etc.
- Each town to investigate fan zones – locations that set up with sponsorship, food and drinks, races on big screen. Get footy clubs involved, community areas in towns. Fan zones must be accredited with UCI.
- Airstrip - can fly in and bus into town.
- Work with each shire to not have clashing events and activities to do either side of main races.
- Need packages that people can click and book.
- Look at experiences passport for the region that encourages travel to each of our towns.

Action: WBAC investigate marketing campaign for the Southern Forests & Valleys around the 2026 event – possibly with Tourism WA.

Action: Need SF&V adverts for the broadcasting.
Action: SF&V need to build itineraries around the week before and after. Have built itinerary on website that makes suggestions.
Action: Need a SF&V brand for UCI.
Action: Send information of event around to accommodation providers, to get ahead, build accommodation packages for people visiting.
Action: UCI working group, email all CEO's about lead people from each Shire.

3. Declarations of Interest

None

4. Minutes of last meeting & matters arising

a) Minutes of meeting 01.10.2024

- Action from meeting: WBAC shire Health Officers to meet and discuss the regulations for mobile and stationary abattoirs - Still to be arranged

Minutes of WBAC board meeting on 01.10.2024 are confirmed as true and correct.

Moved: Cr Jenny Mountford

Seconded: Cr Vivienne MacCarthy

Carried 10/0

5. Correspondence

a) Minister Jarvis: DBC

- Letter sent from WBAC to Minister Jarvis on 2nd October, regarding support to small scale farmers in developing alternative custom kill services. A reply was received from Minister Jarvis who referred us to the WA Meat Industry Authority for further information on existing custom kill operations and issues around new abattoir opportunities - we have not received any correspondence yet.

b) Acknowledgment of letter to Prime Minister

- Letter was sent from WBAC to the Prime Minister in September regarding Live Sheep Export by sea. A reply was received from the ministerial office referring us to the Department of Agriculture, Fisheries and Forestry for a response - we have not received any correspondence yet.

c) WBAC Newsletters

- All Councillors and staff newsletter circulated October
- Stakeholders newsletter circulated November

6. Finance

a) **2024 – 2025 financial report**

- Check if SWDC have been invoiced
- Since last meeting we have received grant to develop Accessible tourism itineraries.

The WBAC year to date financial report for the 2024 – 2025 financial year is confirmed as true and correct.

Moved: Cr Vivienne MacCarthy
Seconded: Cr Helen O'Connell

Carried 10/0

Budget noted by all members.

7. WBAC General Update

The following items were noted as being undertaken since the last board meeting:

- Newsletters Developed and circulated
 - Councillors and senior staff
 - Community – on WBAC website
- Built letter of support submission form on WBAC website
- Met with Peel Chamber regarding regional Agritourism Strategy
- Attended Manjimup Trail Bike Hub Stakeholder Information Session
- Presentation to WALGA
- Logistics for 'Warren Blackwood Futures Forum'
 - Minster invited
 - WALGA invited
 - Site visit & logistics
- Ordered lapel badges in place of name badges
Action: Katie post to all past board members
- Attended SW Timber 'Fire in Plantation Forests - what can we do' meeting via zoom
- Matthew Tartaglia 3-month review
- Attended launch of South West Food & Beverage Capability Guide
- Meeting with SWDC Renae Giles
- Meeting with Nick O'Connor, CEO at Shire of Donnybrook Balingup.

Report noted by Members.

8. WALGA Presentation

Cr Donelle Buegge and Katie McDonnell presented to the WALGA State Council in Busselton on Thursday 5th December, to highlight the work being undertaken by the WBAC. We presented alongside the Bunbury Geographe group of councils, City of Busselton and Shire of August Margaret River. The presentation was circulated with the board papers and a number of board members and CEO's were in attendance.

Comments / Discussion:

- Chair thanked Katie McDonnell for developing the presentation.
- Doug Kitchen, President of Shire of Capel has asked for a copy of our Constitution
- Patrick Hall, Mayor of City of Canning has asked for a copy of the presentation with our speaking notes

Action: Send both

It would have been useful for this, and other, presentations to have more data for the region (number of staff employed by each Shire, number of school, libraries, play parks, etc.). Katie will circulate a questionnaire to each CEO to complete to help us build a data snapshot of the region.

Action: Katie to circulate questionnaire to CEO's

9. WBAC Climate Alliance

a) Minutes of meeting on 15th November 2024

The following motions were passed:

1. The committee formally elects Cr Alexis Davy as Chair
2. The committee confirms Cr Vicki Hanson to continue as Deputy Chair
3. The WBAC supports the Project Officer in submitting an Expression of Interest (EOI) for the Energy Efficiency Pilot Program, requesting one kit per Shire.

Minutes accepted by WBAC Board.

b) Recommendation from Minutes

The following recommendation came from the November WBAC Climate Alliance meeting:

That the WBAC considers amending the Terms of Reference to:

- 1. A designated local government officer may vote as a proxy when a Councillor is unable to attend.***
- 2. A selected community member may serve as a voting member on the committee, replacing one of the two elected Councillors, provided that at least one elected Councillor remains as a voting member.***

Comments / Discussion:

- It would be one community person per year, not changing each meeting.
- Community members would be the people who would be supporting shires to get initiatives off the ground. If they are on the group Climate Alliance we can leverage their skills and connections in the community.

WBAC accepts the recommended changes to the Climate Alliance Terms of Reference.

Moved: Cr Richard Walker

Seconded: Cr Tony Dean

Carried 10/0

c) Climate Alliance Project Officer: Work Update

- Climate Alliance Project Officer work report and current actions were circulated with the board papers.

Report noted by WBAC board.

10. WBAC Tourism: Southern Forests & Valleys

a) SF&V Project update

Tourism project update was circulated with the board papers, which detailed:

- Heritage Festival Grants & Festival planning
- Meeting with ASW regarding future projects
- Attended ASW AGM via zoom
- Meeting with Tourism WA
- Met with Walpole Visitor Centre
- Met with Balingup Visitor Centre

- Met with Donnybrook Visitor Centre
- Met with Northcliffe Visitor Centre
- Catch up with Manjimup Visitor Centre
- Catch up with Pemberton Visitor Centre
- Built one page website page for Boyup Brook Visitor Centre
- Received funding to develop Accessible Tourism itineraries
 - Surveys to developed 10 itineraries (1 per town)
 - Built new section of SF&V website
 - Morning tea event
 - Press release
- New blogs on SF&V website include
 - Health & Wellness Experiences
 - Explore Boyup Brook's unique collections
 - Weekend Wonders of Walpole
 - Paddling in the Southern Forests & Valleys
 - Adventure Getaway in Nannup
 - Discover Manjimup
 - Shop Local this Christmas
 - Day in Greenbushes
 - Accessible itinerary for each town
 - Pemberton Escape
- Regional Road signage
 - Progressing with Main Roads
 - Traffic control quotes
- SF&V Tourism Conference 2024 Report
- SF&V Tourism Conference 2026 Site Visit & Logistics
- Speaker submission Tourism WA Conference 2025
- Purchased camera to take own imagery
- Meeting with Tourism Manager from SWDC
- Heritage imagery with ASW marketing team
- Launched SF&V photography competition, closes 1st March

Social Media statistics for October & November

Instagram

- Followers 8,601
- 45.8K Views
- 12.6K Reach
- 1.4K Interactions
- Link clicks: 95 - link in bio as can't have in posts

Facebook

- Followers 3,500
- 58.4k Views
- 28.6k Reach
- 654 Content Interactions
- Link Clicks: 302- Included in posts content

Website statistics for October & November

October: 178,181 visits to website with 16.6 average clicks

November: 163,097 visits to website with 17.5 average clicks

Total Views since launch in August 2023: 1,161,773

- Hit 1m visits on 1st November, 15 months after launching

Private Businesses on Social Media

- We get a lot of requests to have feature posts for private businesses on the SF&V social media pages, with some of our towns it would help with content if we did feature them.
- Proposed that we do Feature Fridays where we showcase a business, rotating around each town.
 - Option 1 – we decide who to feature
 - Option 2 – we charge people to be featured

Discussion

- DBCA: option for funding for posts that promote national parks
- EOI on website for content inclusion of businesses
- If people pay then it could become dominant into a certain area

Action: Katie investigate other models with paid features (ASW, Margaret River, etc.) to see how we can manage it and what income can be generated.

i. 2024 Tourism Conference report

A report was written by the WBAC Executive Officer and circulated with the board papers. The report highlights the success of the Southern Forests & Valleys Tourism Conference 2024, held on 23rd July 2024, which brought together over 130 stakeholders, including tourism operators, local councils, government representatives, and community members. The event focused on collaboration, sustainable growth, and enhancing the region's tourism identity.

Key outcomes emphasised the importance of collective branding, empowering local operators, and promoting sustainable and inclusive tourism practices. Presentations from experts like Dr. Lenore Lyons on trail tourism, Catrin Allsop and Lisa Spencer on wellness tourism, and Tahn Donovan on Aboriginal cultural tourism provided actionable insights to strengthen the region's appeal.

The report also underscores the role of the conference in fostering connections, sharing innovative ideas, and inspiring strategies to position the Southern Forests & Valleys region as a premier destination. The outcomes will guide future efforts to enhance regional tourism sustainably and inclusively, ensuring long-term benefits for all stakeholders involved.

ii. Short Term Rental Accommodation Act 2024

WBAC has recently received advice from the Department of Energy, Mines, Industry Regulation and Safety (DEMIRS) regarding the application of the new Short Term Rental Accommodation Act 2024 (STRA Act) to any website, publication or other listing of accommodation.

The SF&V website has public listing of accommodation e.g. website, holiday planner, brochure rack, etc therefore that listing is an 'Advertising Publication' under the STRA Act and we are be subject to the same regulation as a booking platform such as AirBnB. This applies even though there is no booking capacity, the listing is free and the listing is just for visitor and community information.

This STRA Act regulation of the 'Advertising Publication' commences from 1 January 2025 and requires us to ensure:

1. That accommodation that should be STRA registered (and isn't) does not appear on our website, brochure, holiday planner, etc.
2. That accommodation that is STRA registered has the STRA registration number displayed on our website, brochure, holiday planner, etc.

Most commercial tourism accommodation e.g. hotels are not covered by the STRA register, but B&Bs and a range of other accommodation are required to be registered.

We will need to check and adjust our website, content management, marketing material etc.

Comments / Discussion:

- WBAC need to email all operators and ask for numbers
- We will need to take down people who don't have numbers
- This is going to have implication for all Visitor Centres
- Options for WBAC request extension on our SF&V website
- Airbnb listings need to have them on their profile
- \$150 registration fee with annual renewal fee
- \$20k fine if we have people on the website who are not register or exempt.

Action: Email all accommodation operators and ask for the numbers.
Action: Email all Visitor Centres to highlight these changes and the implications to their website.

b) Australia South West Tourism

i. Destination Management Plan

A report was written was circulated by the WBAC Executive Officer on the Tourism Destination Management Plan (TDMP) for Australia's South West (ASW). The TDMP establishes a 10-year vision to position the region as a globally renowned destination celebrated for its natural beauty, ancient culture, premium produce, and diverse visitor experiences.

Relevant points from the TDMP for the Southern Forests & Valleys region include:

1. **Adventure Tourism and Trails:** The plan emphasises developing the region as an adventure hub, including activities such as hiking, mountain biking, and nature trails. For Southern Forests & Valleys, key trails like the Warren Blackwood Stock Route, Nannup Tank 7, Manjimup Trail Bike Hub, Pemberton Mountain Bike Trails, Bibbulmun Track and Munda Biddi Trail provide significant opportunities to attract adventure travellers and those interested in low-impact, nature-based tourism.
2. **Agritourism:** This sector is marked as a growth engine, integrating agriculture and tourism. In the Southern Forests & Valleys, activities like farm stays, farmers' markets, and food and wine festivals connect well with this theme. With our reputation for quality produce and wine, Southern Forests & Valleys can further promote agritourism through events and packaging experiences that highlight local produce.
3. **Aboriginal Tourism:** The TDMP aims to enhance Aboriginal tourism experiences across the ASW region by supporting existing Aboriginal

businesses, promoting cultural storytelling, and developing new Aboriginal tourism offerings. This includes interpretive signage, place name duality, and acknowledgment of Country, providing a deeper cultural context for visitors in the Southern Forests & Valleys.

- 4. Accommodation Development:** Southern Forests & Valleys has been identified as a key area for growing luxury and self-contained accommodations near national parks and trail networks to support tourism expansion. This aligns with the plan's strategy to diversify and enhance accommodation to meet varied visitor needs.
- 5. Event Promotion and Development:** The TDMP highlights leveraging signature events like the Truffle Kerfuffle in Manjimup to attract more visitors to the region and build a year-round tourism calendar. Smaller local events are also encouraged to support community engagement and draw visitors across different seasons.
- 6. Sustainable and Accessible Tourism:** Efforts to increase accessible tourism infrastructure, including wheelchair-accessible trails, facilities, and transportation options, are emphasised across the ASW region. Southern Forests & Valleys can promote visitor facilities that enhance accessibility and contribute to a sustainable tourism model.

Additionally, the priorities of the TDMP and SF&V Future of Tourism strategy align closely in overarching goals such as sustainability, accessibility, and heritage promotion. However, SF&V tailors these principles to its regional characteristics, emphasising local charm, agritourism, and boutique experiences over broader infrastructural projects. For example, within Product and Attraction Development:

- TDMP: Focuses on expanding and rejuvenating trails, national parks, and adventure-based experiences, emphasising agritourism and cultural heritage. Highlights iconic experiences like the South West Edge road trip and guided tours
- SF&V: Shares a strong emphasis on adventure tourism, leveraging unique local trails such as the Warren Blackwood Stock Route and Bibbulmun Track. Additionally, SF&V incorporates a broader focus on connecting visitors to nature, regional charm, and culinary experiences

ii. Website report

ASW's 12-month website report from October 2023 – October 2024 was circulated, it summarises the following visitation to their website:

- Views in 12 months:
 - Nannup: 9,360
 - Manjimup: 9,089
 - SF&V homepage: 5,163
- Most clicked URL links:
 - Experience Nannup: 63
 - SF&V website, Manjimup: 32
 - SF&V website, Pemberton: 28
- Total:
 - Visits to our pages: 38,618
 - Sessions: 34,667
 - Engagement rate: 84.62%

11. Warren Blackwood Stock Route

- **Maintenance Progress:** All required maintenance materials, except for the wooden signage being crafted by the Men's Shed, have been received. As soon as the initial batch of wooden signs is completed, our contractors will commence the scheduled maintenance work.
- **Social Media Relaunch Plan:** A detailed six-month social media strategy was included with the board paper. This thoughtfully developed plan outlines the approach to effectively relaunch the trail, ensuring increased visibility, engagement, and awareness among key target audiences.

12. Warren Blackwood Futures Forum

- As discussed at the last board meeting, the format of the Warren Blackwood Futures Forum will include a video update from the WBAC.
- Executive Officer proposed of this to be recording of board members talking with videos over the top.
- We have a camera now that can record the videos.
- Katie will do the narrative which everyone will record then it can be clipped and edited.
- Nominated person from each Local Government:
 - Boyup Brook: Cr Helen O'Connell
 - Bridgetown – Greenbushes: Cr Jenny Mountford
 - Donnybrook – Balingup: Cr Alexis Davy
 - Manjimup: Cr Donelle Buegge
 - Nannup: David Taylor

Action: Katie write narrative and arrange recording days with each nominated person.

13. WBAC 25th Anniversary: 26th April 2026

Comments / Discussion:

- Have it with the 2026 Futures Forum events
- Donnybrook to host at VC Mitchell Park
- Maybe a Tuesday night: Either 20th April or 28th April.
- 25 years is silver anniversary.
- Invite:
 - All board members past and present
 - All councillor and senior staff
 - Minister of Local Government
 - Neighbouring Alliances
 - Agencies and Stakeholders
- Promote the Alliance and what we have achieved, leverage for future projects, celebrate.
- Showcase how we are working together for the UCI
- Find out who were the first board members

Action: Katie work with Shire of Donnybrook Balingup on logistics

14. South West Food Guide: Development of Guide for WBAC region

- A list of businesses included with in the current South West Food Guide was circulated.
- Katie is in contact with DPIRD about developing a guide for our region which we can get more people to submit information for, these new businesses will go into both our guide and the SW guide.
- Some operators had a bad experience with previous guides, we can work with them to be included in WBAC regional guide.

15. General Business

a) Peter Whitney Update (SWDC)

Presented in December 2023 regarding fire breaks around state forests and national parks.

- SWDC has supported Peter to develop a proposal – Katie to circulate PDF copy.
- Peter has sent proposal to stakeholders including Liberal party, DBCA, etc.

b) Warren Blackwood Data (SWDC)

- SWDC put together collective data.

Action: WBAC to write the tourism section.

c) Carbon Offset Projects

Cr Alexis Davy asked what experience Shires have with carbon offset projects, specifically using biodiversity methodology.

- SODB has a developer looking to lock up a land for 100 years for a carbon offset project.
- Concerns around economic impact (food security. Loss of farmlands, impacts on social fabric, losing people from the towns, fire, pest and weed management) with absentee land owners.
- Federal government is developing an Offset Strategy for Integrated farm and land management.
- An offset methodology is coming out, should we have a presentation about it before it is released so we can influence the methodology.
- At the IF conference, Donelle heard from ECU Professor Pi-Shen Seet, who are calculating the carbon and economic benefits and outcomes.
- SWDC are looking at capture data and understand land usage, priority agriculture, etc.
- SOBB ask for economic impact assessment to be done as part of the lodgement for development approval of tree farms.
- SODB – don't need consult beyond their neighbouring properties for the development approval.
- Advocacy for a planning policy that requires a consultation process that considers community benefit.
- Consistent issues - lack of consultation, policy, framework, etc.

Action: Presentation about Offset methodology from Department of Climate Change, Energy, the Environment and Water (DCCEEW)

d) Visitor Centre

Ben asked for an status quo on how everyone VC's are running.

- Shire of Bridgetown – Greenbushes: Going well at new visitor centre, with 2 galleries. Greenbushes are with Discovery centre and WBAC work with CRC.
- Shire of Boyup Brook: Have funding agreement between Shire and VC.
- Shire of Donnybrook Balingup: Recently halved funding for each of their VC's, with notice that in 12 months they will not received any more funding. Balingup is active and staffed, Donnybrook struggle with volunteers and purpose.
- Shire of Manjimup: 4 VC's, all receive \$52k per year and some have service level agreements to run libraires, facilities, etc. Walpole & Northcliffe are struggling. Shire also have \$120k per year for marketing.
- Shire of Nannup: Have experience Nannup app, concept of mobile visitor centre.

e) Southern Forest Food Council

Richard has spoken to SFFC chair, Arthur, and would like to invite them to talk about what they're doing.

- They are keen to talk to the WBAC.
- Invite them to Boyup Brook meeting in January.

Action: Katie invite SFFC to meeting

f) SON: Chamber of Commerce

New President at Nannup chamber of commerce, he was previously President of Fremantle chamber of commerce.

He is looking to create an Alliance of Chambers for the region.

They might consolidate town chambers into a regional one. He will keep David up to date with their progress.

g) 2024 year

Cr Donelle Buegge thanked everyone for the year and wished everyone a great Christmas. Katie was thanked for her work throughout the year.

16. Dates of future meetings:

- a) Tuesday 28th January 2025, Shire of Boyup Brook
- b) Tuesday 1st April 2025, Shire of Manjimup
- c) Tuesday 6th May 2025, All Shire meeting, Manjimup
- d) Tuesday 3rd June 2025, Shire of Donnybrook Balingup
- e) Tuesday 12th August 2025, Shire of Bridgetown Greenbushes

Close meeting: 6.45pm