

# Tourism York Meeting Report

---

ITEM 12.10  
APPENDIX A

## YRCC 19<sup>th</sup> June 2014

---



# Introduction

The Tourism York meeting has been conducted in response to an identified need to re-develop York as a great tourism destination in regional WA. Tourism operators and businesses of York were invited to attend a meeting with representatives from the Shire of York to discuss marketing and promotion of York.

The following individuals and organisations participated in the Tourism York meeting held at the YRCC on 19<sup>th</sup> June 2014

Bronwyn Dunn	Grand Cottage	Mark Lloyd	Community Matters
Maurice Buck	Cafe Bugatti	Dee Robinson	Rigby's of York
Donna Buck	Cafe Bugatti	Jenny Lambert	York Cottages
Jenette Callaghan	York Estate Agents	Peter Lambert	York Cottages
Michael Bawden	York Estate Agents	Mandy Nielsen	Gt Southern Gallery
Mark Robinson	retired	Soren Nielsen	Gt Southern Gallery
Helen Silver	Tipperary Church	Steven Aprios	Men's Lodge
Paul Silver	Tipperary Church	Bo Atkins	Tatty Parrot
Michael Cooper	Ability Focus	Linda Shardlow	Penny Farthings
Adelpe King	Residency Museum	Nola Bliss	Faversham House
Arnaud Curtin	York Olive Oil	Richard Bliss	Faversham House
Samantha Kobulniczky	Sugar Horse	Katherine Jane	Lavendale Farm
Marty Winch-Buist	WA Sandalwood Nuts	Merv Taylor	Lavendale Farm
Connie Winch-Buist	WA Sandalwood Nuts	Jan Connolly	York Newsagency
Myrna Brewster	Jules Shoppe	Alan Genoni	New York Electronics
Guy Brewster	Jules Shoppe	Trish Walters	Resident
Jules Brewster	Jules Shoppe	Jane Ferro	Settlers Gift Shop
Kerry Elliot	York Motel	Sandra Paskett	Laurelville Manor
Matthew Reid	Shire of York		
Michael Keeble	Shire of York		
Graham Lantzke	Shire of York		

Apologies received: Peter Harbin, York Motor Museum, Krishna Strickland, Skydive the Beach, Elizabeth Sherwood, York Caravan Park, Leanne & Ron Lee, The Grandhouse.

Participants worked as a group to identify common elements towards defining a vision for Tourism in York

In this context, some key reference points from the meeting included:

- Facilitating events
  - Traffic management
  - Fencing
  - Insurance
  - Ablutions

- Community Development Officer - Committee
- Templates for holding events
- Tourism Infrastructure
- Development Committee
- Tourist Bus passenger drop off point
- Positive promotion of York
- Public liability costs for events using Shire facilities
- Point of difference – good experiences
- Present town more beautifully
- Be open as per advertised hours
- Know your market
- What is York (food etc. – Olive oil, Sandalwood nuts, wine)?
- Sundowners
- Work together
- Community relationships
- Re Badge York
- Need to be professional
- Dissemination of information about what is happening in town
- Tour guides
- Social media – Instagram etc.
- Rebuild Social Capital

## *June 2014 Foundation Committee*

---

Those listed below put their names forward to work together as a foundation committee:

- |  |          |  |
|--|----------|--|
| • Nola Bliss – Faversham House           | 96411366 | <a href="mailto:nola@favershamhouse.com.au">nola@favershamhouse.com.au</a> |
| • Bronwyn Dunn – Grand Cottage           | 96412909 | <a href="mailto:precious3@bigpond.com">precious3@bigpond.com</a>           |
| • Jenny Lambert – York Cottages          | 96412125 | <a href="mailto:yorkcottages@wn.com.au">yorkcottages@wn.com.au</a>         |
| • Jenette Callaghan – York Estate Agents | 96411335 | <a href="mailto:yorkfn@westnet.com.au">yorkfn@westnet.com.au</a>           |
| • Maurice Buck – Café Bugatti            | 96411583 | <a href="mailto:cafebugatti2@bigpond.com">cafebugatti2@bigpond.com</a>     |
| • Bo Atkins – Tatty Parrot               | 96412600 | <a href="mailto:bonjade@bigpond.com">bonjade@bigpond.com</a>               |

Trish Walters and Mark Robinson also put their names forward but as they are both retired and do not have a business in York it was thought not appropriate for them to be part of the foundation committee at present.