



KEMPSEY
Shire Council

DIRECTOR CORPORATE AND COMMUNITY SERVICES REPORT

14th November 2006

DCCS7 VISITOR INFORMATION CENTRE – SOUTH WEST ROCKS
FILE: 16 GRW (333604) {Folio No. *}

SUMMARY:

Reporting on options available for the promotion of the Macleay Valley Coast at South West Rocks and comparative visitation statistics of the current information centre with the Kempsey Visitor Information Centre.



DESCRIPTION:

At the ordinary Council Meeting of the Kempsey Shire Council held on 12 September 2006 Council resolved;

"That the South West Rocks Heritage Committee be advised of Council's offer of \$5,000.00 per annum for the sub-lease of the Boatman's Cottage No. 1 as a Visitor Information Centre, plus 50% reimbursement of rates" and

"That if this offer is rejected by the South West Rocks Heritage Committee, that other options be investigated for the promotion of the Macleay Valley Coast in the South West Rocks area".

The offer was relayed to the SWR Heritage Committee by letter on 3 October 2006. A response from the SWR Heritage committee was received on 13 October 2006 [\(Appendix D\)](#).

At the ordinary meeting of Council held on 10 October 2006, Council resolved: -

"That a report be provided to the November meeting of Council on the estimated costs to provide other options for the promotion of the Macleay Valley Coast in the South West Rocks area and such report include

comparative visitation statistics of the current Information Centre with the Kempsey Visitor Information Centre”.

The visitation statistic for both Kempsey and South West Rocks Visitor Information Centre are attached at [\(Appendix E\)](#).

On the 19 - 20th October 2006 the Manager Community and Lifestyle Services approached the following organisations to ascertain their interest in the promotion of the Macleay Valley Coast in the South West Rocks Area. All organisations approached were advised that Council would provide appropriate tourism training for staff members and would supply the brochure racks for tourist information pamphlets, should they be selected by Council to operate as a VIC at SWR. The results of discussions were as follows; -

1. Raine and Horne Real Estate - SWR

Director David Maxwell
Interested in taking on the VIC role.
Office Hours: 8.30am to 5.00pm (M-F). Saturday 8.30am to 3.00pm. Sunday 10.00am to 2.00pm.
Has ample space to host the VIC. Car parking available.
Located in the heart of the SWR CBD.
Price to undertake VIC role: \$3 - 4,000 per annum.
Contract period requested: 2 years
If successful would seek to have the Information symbol updated on all Macleay Valley Coast maps. Signage within the town would need to be updated also.

2. Sea Breeze Motel (Prince of Wales Avenue)- SWR

Manager/Owner Marty Short
Interested in taking on VIC role.
Office Hours: 7.00am to 7.00pm (7 days a week) Closed Christmas day.
Has ample space to house the VIC. Ample car parking available at front and rear of property.
Located in the busiest street SWR. Opposite banks, ATM and Post Office.
Price to undertake VIC role: \$5,000.00 per annum
Contract period requested: 2 years with possible extension.
If successful would seek to have the information symbol updated on all Macleay Valley maps. Signage within the town would need to be updated also.

3. Rocks Real Estate – SWR

Manager John Popple
Interested in taking on VIC role however currently does not have available space to house the VIC.

4. Elders Real Estate – SWR

Owners John Casperson/Heath Askew
Interested in taking on the VIC role however currently does not have available space to house the VIC

5. News Agency - SWR

Manager Peter Deans
Undecided whether to take on the VIC role
Office Hours: 7.00am to 5.30pm (M – F) Saturday 7-12noon, Sunday 6.00am to 12 noon. Extended hours Christmas holidays.
Has space to house the VIC.
Car parking available in nearby car park.
Advised that he would get back to us re contact period and price.
No further communication received.

6. Horseshoe Bay Caravan Park – SWR

Manager Bruce Snell
Retiring in 2.5 years. Not interested in proposal.

7. LJ Hooker – SWR

Managers Kim and Ken Tassell
Interested in taking on the VIC role however currently does not have available space to house the VIC.

8. Trial Bay Gaol NPWS – SWR

Manager Neville Nunney
Interested in taking on the VIC role however currently does not have available space to house the VIC.

8. Trial Bay Tourist Park – SWR

Manager Tony Mayne
Interested in taking on VIC role.
Office Hours: 8.00am to 3.00pm 7 days per week.
Has ample space to house the VIC. Adequate parking available.
Located on Phillip Drive SWR.
Price to undertake VIC role: \$5,000 per annum
Contract Period requested: 2 to 5 years.
If successful would seek to have the information symbol updated on all Macleay Valley maps. Signage within the town would need to be updated also.

9. Shell Service Station – SWR

Owners Brian and Trish Edwards

Interested in taking on VIC role.
Office Hours: 6.00am to 6.00pm 7 days per week
Car parking limited to existing driveway
Located on Gregory Street SWR.
Price to undertake VIC role: \$5,000.00 per annum
Contract period requested: 5 years.
If successful would seek to have the information symbol updated on all Macleay Valley maps. Signage within the town would need to be updated also.

10. South West Rocks Tourist Park

Owners Richard/Kathryn Emerson
Mr Emerson advised that they were not interested in the proposal at this stage.

11. BP Service Station – SWR

Manager Stephen Webb
Mr Webb advised that he was not interested in taking on the VIC role.

REPORT IMPLICATIONS:

▪ *Environmental*

There are no environmental implications at this stage.

▪ *Social*

Nil. The VIC service is not being withdrawn from SWR.

▪ *Economic (Financial)*

The rates at Boatman's Cottage No 1 are approximately \$2,685.50 per annum. A 50% reimbursement of rates would equate to \$1342.75 per annum.

Four (4) organisations have registered an interest in running the Visitor Information Centre (VIC) at SWR. All these organisations are prepared to offer increased opening hours at a substantially cheaper rate than that offered by the South West Rocks Heritage Committee.

▪ *Policy or Statutory*

There are no policy or statutory implications arising from this report.

▪ *Directors Review*

Whilst the SWR Heritage Committee Inc. has declined to make a decision on Council's offer as at the time of

preparing this report, I expect that their determination will be made once the contents of this report is made public.

In assessing all proposals consideration should be given to criteria such as opening hours, availability of parking, location, price, and term of service period.

RECOMMENDATION:

1. That the SWR Heritage Committee be advised that their decision to either accept/reject Council's offer must be made within 14 days of this Council meeting.
2. Should the SWR Heritage Committee reject the offer,
 - a) further negotiations commence with the four (4) interested parties to determine the best operator to provide the VIC service, and
 - b) a report be submitted to the December meeting seeking endorsement of the new operator to run the VIC on behalf of Council.

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G B Snape
DIRECTOR CORPORATE & COMMUNITY SERVICES