



SHIRE OF  
**MERREDIN**  
INNOVATING THE WHEATBELT

# Central Wheatbelt Visitor Centre

## **MEMORANDUM OF UNDERSTANDING**

**BETWEEN**

**SHIRE OF MERREDIN**

**AND**

**WHEATBELT EAST REGIONAL ORGANISATION OF COUNCILS Inc. (WEROC)**  
Participating Member Shires of Bruce Rock, Kellerberrin, Westonia, Tammin, Yilgarn

**AND**

**SHIRE OF CUNDERDIN**

**FOR**

**Visitor Servicing and Regional Promotion through  
The CENTRAL WHEATBELT VISITOR CENTRE (Visitor Centre)**

**1 July 2024 – 30 June 2027**

### **1. MoU Purpose**

To develop a methodology for assistance with regional visitor servicing and regional promotion through:

- a) Visitor Servicing undertaken by the Visitor Centre; and
- b) Regional promotion

### **2. Shire of Merredin Obligations**

**2.1** The Shire of Merredin will maintain full operational management and control of the Visitor Centre and give due regard to recommendations from the member parties to this MoU.

The Visitor Centre as able will

- a) display and promote regional information and events; and
- b) provide a quarterly report to member groups on visitor servicing and promotional activities.

**2.2** The Shire of Merredin through the Visitor Centre will provide services in accordance with Schedule 1.

### **3. MoU Member Obligations**

**3.1** A Member will:

- a) annually, within 30 days of receipt of an invoice, pay to the Shire of Merredin a contribution towards the cost of running the Visitor Centre in accordance with Schedule 1,
- b) provide the Shire of Merredin with minutes from members' respective tourism meetings,

- c) within 30 days of receipt of an invoice, pay the Shire of Merredin a contribution towards additional activities in accordance with Schedule 2 subject to agreement of participants partaking in cooperative promotional activity prior to the activity commencing,
- d) consult and involve the Visitor Centre in cooperative regional promotional efforts,
- e) nominate a member, to act as the key contact when considering matters outlined in Schedules 1 and 2.

**3.2** New members to this MoU shall apply in writing to the Shire of Merredin, which will advise all MoU members. Appointment of new members will be at the discretion of the Shire of Merredin with the new member paying a pro-rata contribution. Should other members of this MoU object to the new member application, written advice should be provided to the Shire of Merredin within 28 days.

#### 4. MoU Operations

**4.1** Participating members will provide a key contact as outlined above in 3.1 (e) for the purpose of considering activities in Schedule 1 and 2.

**4.2** The Shire of Merredin will be represented by the Manager of the Visitor Centre who will act as the key contact for the purpose of considering activities in Schedule 1 and 2.

#### 5. Period of MoU

This MOU commences 1 July 2024, and terminates on 30 June 2027. Members will review the operation of this MoU annually and in March 2027 will determine whether to extend the MoU and if so on what basis.

#### 6. Contacts

##### **Shire of Merredin**

Chief Executive Officer  
Craig Watts  
PO Box 42  
Merredin WA 6415  
P 08 9041 1611

##### **Shire of Bruce Rock**

A/Chief Executive Officer  
John Merrick  
54 Johnson Street,  
Bruce Rock WA 6418  
P 08 9061 1377

##### **Shire of Cunderdin**

Chief Executive Officer  
Stuart Hobley  
PO Box 100  
Cunderdin WA 6407  
P 08 9635 1005

##### **Shire of Kellerberrin**

Chief Executive Officer  
Raymond Griffiths  
110 Massingham Street

Kellerberrin WA 6410  
P 08 9045 4006

**Shire of Tammin**

Chief Executive Officer  
Joanne Soderlund  
PO Box 53  
Tammin WA 6409  
P 08 9637 0300

**Shire of Westonia**

Chief Executive Officer  
Bill Price  
41 Wolfram Street  
Westonia WA 6423  
P 08 9046 7063

**Shire of Yilgarn**

Chief Executive Officer  
Nic Warren  
PO Box 86  
Southern Cross WA 6426  
P 08 9049 1001

**7. Signatures**

**Shire of Merredin**

Chief Executive Officer  
Craig Watts

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**Shire of Bruce Rock**

Chief Executive Officer  
Darren Mollenoyux

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**Shire of Cunderdin**

Chief Executive Officer  
Stuart Hobley

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**Shire of Kellerberrin**

Chief Executive Officer  
Raymond Griffiths

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**Shire of Tammin**

Chief Executive Officer  
Joanne Soderlund

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**Shire of Westonia**

Chief Executive Officer  
Bill Price

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**Shire of Yilgarn**

Chief Executive Officer  
Nic Warren

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## Schedule 1

### Service provided by the Shire of Merredin through the Visitor Centre

The Shire of Merredin through the Visitor Centre will:

Provide premises that are neat and tidy in a central easily accessible location at Merredin. The premises will conform to Level 1 and 2 Essential Criteria as set out in the annual visitor centre accreditation requirements of the Tourism Council of WA's Australian Tourism Accreditation Program (ATAP).
Provide a professional, accredited Level 2 visitor service delivering a minimum of 38 hours per week for walk-in, phone and email enquiry customers.
Provide a facility that has the primary role of servicing the visitor and whose "core" business is Wheatbelt Tourism.
Provide brochure racking space for regional and local visitor information, accommodation and tours.
Provide display space to showcase regional self-drive trails, attractions and facilities.
Provide notice board space to promote regional events and public notices.
Provide a monthly e-newsletter to promote regional events.
Provide a professional service delivered within 24 hrs for email and phone customers through internet and answering service.
Encourage and support integrated regional promotions as able.
Assistance to member shire visitor centres and/or visitor information points.
Provide the 1300 736 283 (WA only) number for visitor servicing and call to action for cooperative marketing campaigns.
Maintain and update tourism information on the regional website <a href="http://www.wheatbelttourism.com">www.wheatbelttourism.com</a>

**Schedule 2**

**Additional Activities**

The Visitor Centre will undertake additional activities in consultation and by agreement with MoU Members, WEROC and/or individual Shires. These activities may incur additional costs and include:

<p>Product Development i.e.:</p> <ol style="list-style-type: none"> <li>1. Unique regional visitor packages promoted on <a href="http://www.wheatbelttourism.com">www.wheatbelttourism.com</a></li> <li>2. Self-Drive Trails and Wildflower Trails.</li> <li>3. Other opportunities to develop key natural and built attractions.</li> <li>4. Upgrade regional website <a href="http://www.wheatbelttourism.com">www.wheatbelttourism.com</a> to reflect changing markets (once every 2-4 years. Last updated January 2024).</li> </ol>
<p>Trade Shows:</p> <ol style="list-style-type: none"> <li>1. Regional Tourism Promotion (Perth Caravan &amp; Camping Show coordinated by NewTravel) – CWVC staff to attend if available and supported by the Shire of Merredin.</li> <li>2. Regional Tourism Promotion (Dowerin Field Days coordinated by NewTravel) – if the opportunity arises staff will attend if available in cooperation with other sub regional tourism groups (ie: NEWTRAVEL, Pioneers’ Pathway Advisory Group and Roe Tourism Inc.) and their member shires.</li> </ol>
<p>Regional Marketing:</p> <ol style="list-style-type: none"> <li>1. Coordinate the production, printing and distribution of The Eastern Wheatbelt WA - A Visitors’ Guide with the support of sub regional tourism groups (i.e.: NEWTRAVEL, Pioneers’ Pathway Advisory Group and Roe Tourism Inc.) and with the support of their member shires.</li> <li>2. Coordinate the production, printing and distribution of the Central Wheatbelt Map and Guide DL brochure reprint with the support of member shires (as required).</li> <li>3. Co-operative marketing campaigns in conjunction with sub-regional tourism groups and Australia’s Golden Outback</li> <li>4. Regional brochure mail outs in response to regional promotions and visitor enquiries, invoiced annually in October.</li> </ol>
<p>Training &amp; Development:</p> <p>Training opportunities for upskilling member shires visitor centres and/or visitor information point staff, volunteers, regional tourism businesses and stakeholders</p>

## Schedule 3

### Financial membership to the Visitor Centre

- a) The Shire of Merredin, through its annual budget, already makes significant contribution to the operations and functions of the Visitor Centre as included in Schedule 1 and is not required to make a contribution under this MoU.

For the purposes of this MoU, it is not considered to be a participating member as it has control of the Visitor Centre and is a principal Party to this MoU.

The amount of the contribution from each participating member will be:

WEROC - Shire of Bruce Rock	\$2,500 pa
WEROC - Shire of Kellerberrin	\$2,500 pa
WEROC - Shire of Tammin	\$2,500 pa
WEROC - Shire of Westonia	\$2,500 pa
WEROC - Shire of Yilgarn	\$2,500 pa
Member Shire - Shire of Cunderdin	\$1,250 pa

- b) The contribution of each member is to be used in accordance to the appropriate Schedule.
- c) Any assets purchased remain the property of the Shire of Merredin.
- d) WEROC on behalf of its Member Shires will make an annual financial contribution toward the additional activities detailed in Schedule 2. This may include:
- Co-operative marketing campaigns in conjunction with sub-regional tourism groups (e.g., NEW Travel, Pioneers' Pathway, Roe Tourism) and Australia's Golden Outback.
  - Brochure mail outs in response to regional promotions and visitor enquiries that relate to the WEROC Shires.
  - The shared cost of an exhibit at the Perth Caravan & Camping show in conjunction with sub-regional tourism groups and Australia's Golden Outback.
  - An advertisement in the Australia's Golden Outback Annual Holiday Planner in conjunction with sub-regional tourism groups.

WEROC will consider contributions toward other activities, on request.