

NINGALOO VISITOR CENTRE MANAGEMENT COMMITTEE INC.

BI-ANNUAL REVIEW OF THE SHIRE OF EXMOUTH FUNDING AGREEMENT KPI'S

1st November 2016



BI-ANNUAL REVIEW - EXMOUTH VISITOR CENTRE KPI's

FINANCIAL PERFORMANCE

Strategy	Tactic	Responsible	KPI	Target completion	Evaluation	March 2016 Update	Further Action / Explanation	October 2016 Update
Provide Key Financial Statements to Shire to demonstrate financial performance	Audited Profit & Loss Statement and Balance Sheet for the most recent Financial Year. Draft six-monthly P&L and Balance Sheet provided as attachment to April KPI report	FO, GM	Regularly monitor key financial indicators and ratios to ensure ongoing financial profitability and viability	Fortnight before due date for KPI report	Attachment to September / April KPI report	Not applicable		Audited Financial Reports, refer to Schedule 1
						Please refer to Schedule 1 and Schedule 2		
	Cashflow Forecast for the next 12 months provided as attachment to each six-monthly KPI report	FO, GM	Regularly monitor key financial forecasts to ensure ongoing financial profitability and viability	Fortnight before due date for KPI report	Attachment to KPI report	07APR16 Budget Sub-committee meeting: Authorisation requested from the Shire to provide this report on the 1 st July, unrealistic completion date.		Budget finalised and ratified on 15JUN16, to be entered into CALXA

Risk Management

Strategy	Tactic	Responsible	KPI	Target completion	Evaluation	March 2016 Update	Further Action / Explanation	October 2016 Update
All EVC compliance and reporting requirements are fully met	All Shire compliance and reporting requirements are to be met as per EVC Funding Agreement and Lease explicitly identified within a Checklist	GM	Checklists for all Shire reporting and compliance requirements completed and signed off, and attached to Bi-Annual KPI report	Fortnight before due date of the Bi-Annual KPI report	Completed attachment to Bi-Annual KPI report	Lease Checklist, refer to Schedule 3		Lease Checklist, refer to Schedule 2 Funding Checklist, refer to Schedule 3
	All other compliance and reporting requirements of the EVC explicitly identified within a checklist (i.e. accreditation)	GM	Checklists for all Shire reporting and compliance requirements completed and signed off, and attached to Bi-Annual KPI report			Tourism Council WA Accreditation, refer to Schedule 5		
Comprehensive Risk Management Plan for EVC	Risk Management Plan developed and subsequently updated annually	GM, NVCMC	Risk Management Summary attached to Bi-Annual KPI report	Plan finalised by 15th March 2015. Regular review and updates due two weeks before Bi-Annual KPI report is due	Attachment to Bi-Annual KPI report	Provisional Risk Management Plan developed with enhancements scheduled on the forward works program, refer to Schedule 6.		Risk Management Plan updated 02FEB16, refer to Schedule 5

Stakeholder Satisfaction with EVC Performance

Strategy	Tactic	Responsible	KPI	Target completion	Evaluation	March 2016 Update	Further Action / Explanation	October 2016 Update
Proactively measure and monitor satisfaction of key stakeholders with EVC's performance	Customer satisfaction measured and monitored through 1) survey monkey email survey of customers either booking or receiving information from EVC 2) Trip Advisor ratings for EVC and number of comments 3) Number of Facebook Likes	MCC	Tracking of overall satisfaction with EVC performance. Trip Advisor rating average. Trip Advisor number of comments. Facebook number of Likes.	Initial survey completed by Oct 2014. Results of subsequent surveys generated two weeks before the Bi-Annual KPI Review is due	Stakeholder Satisfaction Summary attachment to Bi-Annual KPI review	Customer Satisfaction, refer to Schedule 7 Social Media, refer to Schedule 8		Customer Satisfaction, refer to Schedule 6 Social Media, refer to Schedule 7
	Member satisfaction with EVC Performance established and tracked through bi-annual survey	MCC	Tracking of Net Promoter Score for willingness to recommend. Number of members reported.	Two weeks before the Bi-Annual KPI Review is due	Stakeholder Satisfaction Summary attachment to Bi-Annual KPI review	Member Satisfaction, refer to Schedule 9		Member Satisfaction, refer to Schedule 8

	Key stakeholder satisfaction with EVC Performance established and tracked through annual survey. (eg. DPaW, Shire, Fisheries, TCWA, ACC, Tourism WA, Cruise Ships, etc.)	MCC	Tracking of Perceived Performance Rating, perception of performance compared to previous 12 months.	Initial survey completed by Mar 2015. Two weeks before the Bi-Annual KPI Review is due	Stakeholder Satisfaction Summary attachment to Bi-Annual KPI review	Industry satisfaction survey results, refer to Schedule 10		Not applicable in this reporting period, due April annually.
	Staff Satisfaction survey undertaken bi-annually	MCC	Tracking of Staff satisfaction, perceptions compared to previous six months.	Initial survey completed by Oct 2014. Two-weeks before the Bi-Annual Review is due	Stakeholder Satisfaction Summary attachment to Bi-Annual KPI review	Staff Satisfaction, refer Schedule 11.		Staff Satisfaction, refer Schedule 9
Governance								
Strategy	Tactic	Responsible	KPI	Target completion	Evaluation	March 2016 Update	Further Action / Explanation	October 2016 Update
Create a strong Governance Culture	Corporate governance policies and procedures are effective, contemporary and meet the future needs and aspirations of the EVC.	GM	Annually review the NVCMC Constitution, EVC Policy manual and EVC Code of Conduct.	August Annually January Annually	Constitution amendments presented at annual AGM	Constitution amendments included in the Funding Agreement supplements. EVC Procedure Manual updated on an ongoing basis with a full review in January 2016.		Review conducted in October 2016, no amendments required.

		Continuous review and improvement of financial management policies and procedures.	March Annually	Update Register	Ongoing, a review of the Delegation of Authority Policy and Capitalisation and Depreciation Policy is on the forward works program.		<p>Delegation of Authority Policy, Capitalisation and Depreciation Policy completed.</p> <p>There are no items pending on the Checklist.</p>
	GM, FO, Treasurer	Implementation of Treasurer Checklist including, quarterly reporting of performance against Budget.	October 2014	NVCMC	Treasurer Checklist completed. Q3 Budget analysis is now due and scheduled for completion by 30APR16.		
Annual Strategic Planning workshops are held with the NVCMC and EVC management team to ensure all critical documents are effective and current and support the future needs and development of the EVC.	NVCMC, GM, VSC, MCC	Annually review and evaluate the EVC's Strategic Plan, Business Plan, Annual Marketing Plan and Budget.	March Annually	NVCMC, EVC Management Team, Members, Industry Stakeholders	NOT COMPLETED Commenced Business Plan and Strategic Plan review were scheduled to be updated by March 2016.		<p>Strategic Planning Sub-committee conducted a review of the Business & Strategic Plan in September 2016. Both documents were deemed current & robust.</p> <p>The current reporting pillars were deemed comprehensive & appropriate.</p>
		Annual review of the Shire reporting KPI's to ensure current and relevant.			A meeting will be scheduled with the Shire to review and update KPI's.		

PROJECTS UNDERWAY

Strategy	Tactic		KPI	Target completion	Evaluation	March 2016 Update	Further Action / Explanation	October 2016 Update
Fully leverage move to Ningaloo Centre	Identify and obtain grant funding to finance touch screens and fit out of the Ningaloo Centre.	GM, MCC	Grant successfully obtained. Fit out plan developed	March 2016	Grant funding secured	Grant opportunities are actively being sourced to upgrade technology. Provision incorporated within the upcoming Budget for project work and removalist costs etc.		RVCSGP – Round 2 funding secured for technology upgrades. RFR Community Chest Funding for Shop Fitout Pending.
Overflow Accommodation	Support the management of the Shire overflow facility on a needs basis.	VSC	Maintain a 5% or lower complaint rate.	October Annually	Productivity Reports and Feedback Received	Not applicable		Refer to Schedule 10
Cruise ships	Assist Partners with Cruise Ship related activities, including Shire of Exmouth, members and TWA	GM, MCC	Activities undertaken related to marketing, famils, and workshops.	Ongoing	Continued support to the Cruise Industry	Exmouth Cruise Ship Committee has been established with 10K in grant funding successfully secured from Tourism WA for the 2016 cruise season.		Planning & implementation of a Cruise Ship Welcome program conducted & completed for 2016 season.

Generate statistics to enable better information relating to key target markets	Develop data collation and reporting systems, including Accommodation and Tour Operator Occupancy / Capacity and visitor demographic data.	GM, MCC	Statistical reporting system enabling accurate and detailed reporting capabilities allowing the EVC to effectively and strategically compare and track market segments and performance (growth, decline).	January 2015		Statistics are collated via Survey Monkey on a monthly basis and communicated in the EVC's monthly newsletter.		Statistics are collated via Survey Monkey on a monthly basis and communicated in the EVC's monthly newsletter.
	Collate EVC Door Statistics and make available on request by the Shire	GM, MCC	Maintain statistical information about visitors through the door on a monthly basis and with comparison to previous years.	Ongoing	Visitation Records	Visitor Statistics, refer Schedule 12	Visitation statistics distributed to NVCMC at committee meetings and available on request.	Refer to Schedule 11

NVCMC: Ningaloo Visitor Centre Management Committee

SHIRE OF EXMOUTH LEASE AGREEMENT

CHECKLIST	DESCRIPTION		NOTES
RENT PAYMENTS	Lessee to pay Rent as set out at Item 5 of the Schedule (Due 07/10 annually, commencement date 7th October 2008)	X	The Shire has advised the EVC is not required to pay the \$1 Peppercorn rent
PUBLIC LIABILITY INSURANCE	Maintain current public liability insurance, not less than 10 million	✓	
INDEMNITY INSURANCE	Current indemnity insurance certificate of currency on file	✓	
MAINTENANCE	Lessee undertakes all maintenance as specified in Item (b)	✓	
	Maintain the Premises in good, safe order, repair and condition in accordance with Appendix 1 - Building Maintenance Schedule and only undertake any major maintenance or works with the Lessor's prior written approval	✓	
REPAIR	Lessee complies with all reasonable conditions under subclause (1)(a)	✓	
ALTERATIONS	Written consent must be requested from the Lessor before making any alteration, addition or improvements to the Premises	✓	
CLEANING	Lessor responsible for daily clean of the outer building public toilets and the BBQ area located outside the Visitor Centre	X	Confirmed there is no reference to the EVC being responsible for the cleaning of the public toilets in the T&C's of the Funding Agreement
STATUTORY OBLIGATIONS & NOTICES	Comply promptly with all statutes relating to the premises	✓	
REPORT TO LESSOR	Any act of vandalism or any incident which occurs near the Premises which may involve a breach of the peace, complaint or police report	✓	
	Any occurrence or circumstance in or near the premises which may cause pollution to the environment	✓	
	All notices, orders and summonses received by the Lessee which affect the premises must be reported to the Lessor immediately	✓	
PERMITTED PURPOSE	Premises is used solely for the purpose of tourist information centre	✓	
OPTION TO RENEW	Current status: Holding Over, Lessee is a monthly tenant	✓	Expired 7th October 2013

SHIRE OF EXMOUTH FUNDING AGREEMENT

CHECKLIST	CLAUSE	DESCRIPTION	NOTES	
3. FINANCIAL SUSTAINABILITY				
3.1 INCREASE FINANCIAL SUSTAINABILITY	3.1 (a) implementing suitable measures to achieve the goals for "Increasing Financial Sustainability" as set out in EVC SP 1	Implementation of a competent, professional Management Team in conjunction with a committed, pro-active Management Committee to reduce reliance upon the Shire for financial support	N/A	Completed
	3.1 (b) implementing the strategies for financial independence described at pages 17 - 18 of the Strategic Plan	Redundant as per new KPI's accepted by Shire / Council on the 17th September 2014.	✓	Refer to "Provide Key Financial Statements to Shire to demonstrate financial performance" as detailed in the KPI report
	3.1 (c) increasing EVCMC's net profit to achieve not less than \$110,000 net profit for each of the 2014/15, 2015/16 and 2016/17 financial years respectively	Break even budget for the 2014/15 financial year. The EVC will not meet this requirement. New Revenue Streams to be identified in order to meet this KPI.	X	A briefing note outlining the reasons this KPI has not been achieved was presented to the Shire, followed by a meeting with Bill Price and Roge Kempe to address the non-compliance of the KPI. Discussions were held in regards to establishing a realistic and achievable path forward, including potential new revenue streams. Funding for grants will now be drawn from reserves.
3.2 IMPROVED STAFF TRAINING & MANAGEMENT	3.2 (a), 3.2 (b), 3.2 (c)	Redundant as per new KPI's accepted by Shire / Council on the 17th September 2014.	N/A	Completed, ongoing investment in Staff Development and Training.
3.3 IMPROVED MEMBER MANAGEMENT & STAKEHOLDER RELATIONSHIPS	3.3 (a), 3.2 (b), 3.2 (c)	Redundant as per new KPI's accepted by Shire / Council on the 17th September 2014.	Refer to KPI report	Bi-annual Customer, Member & Stakeholder satisfaction surveys are conducted and performance reports are provided to the Shire.
3.4 IMPROVED GOVERNANCE	EVCMC and EVC will implement suitable measures to achieve the goals as set out in EVC SP 5 of the Strategic Plan	Redundant as per new KPI's accepted by Shire / Council on the 17th September 2014.	Refer to KPI report	Refer to "Create a strong Governance Culture" as detailed in the KPI report
3.5 IMPROVED MARKETING	3.5 (a), 3.5 (b)	Redundant as per new KPI's accepted by Shire / Council on the 17th September 2014.	N/A	There is no longer a requirement to report on marketing activities.

4. EVALUATION & REPORTING				
4.1 EVC MC shall conduct evaluations of its performance to KPI's on a bi-annual basis in March and September of each year			✓	
4.2 EVC MC shall provide a report to Shire detailing the results and outcomes of each bi-annual evaluation by 1 April and 1 October of each year, unless otherwise agreed			✓	
4.3 EVC MC shall additionally provide to Shire:	4.3 (a) a copy of its audited annual statement of accounts for each preceding financial year by no later than 1 November in each year of the term; and		✓	
	4.3 (b) advice of any changes in its office holders or its rules of association; and		✓	Refer to supplementary attachments, Schedule 4 - NVCMC Contact List.
	4.3 (c) any information on EVC MC's membership or other information in relation to the management or activities of EVC MC requested by the Shire to determine EVC MC's compliance with KPI's		N/A	No additional information requested.
5. SHIRE REPRESENTATION ON COMMITTEE OF EVC MC			✓	1 voting, 1 non-voting
6. ACKNOWLEDGEMENT OF SHIRE SPONSORSHIP				
In consideration of the Shire's Funding and Premises the EVC MC agrees to acknowledge the Shire as a sponsor of the EVC by:	6 (a) displaying a sign at the EVC acknowledging the sponsorship and financial support of the Shire		N/A	Option extended, at this point the Shire has opted not to take up this opportunity.
	6 (b) including in any written publication of the EVC MC or EVC acknowledgement of the Shire sponsorship & financial support		✓	
	6 (c) providing to the Shire the highest level of membership benefits available		✓	

2016 NVCMC Contact List

NAME	BUSINESS		PHONE	MOBILE	EMAIL	TERM
Gina Nowak	Ningaloo Ecology Cruises	Vice-Chairperson	9949 2255	0458 225 062	ecology@westnet.com.au	Oct. 18
Peta Walker	Ningaloo Marine Interactions	Treasurer		0419 090 782	ningaloomarineinteractions@yahoo.com.au	Oct. 17
Peter McKissock	Ningaloo Blue Dive		9949 1119	0438 193 271	info@diveningaloo.com.au	Oct. 18
James Small	Ocean Eco Adventures		9949 1208	0429 438 223	james@latitudecharters.com.au	Oct. 17
Matt Oakley	Discover Ningaloo			0428 604 794	info@charter1.com.au	Oct. 17
Debbie Ferguson	Exmouth Diving Centre		9949 1201	0412 712 623	Accounts@exmouthdiving.com.au	Oct. 17
Terry Maxwell	Ningaloo Pearls		9949 1174	0417 944 820	ningpe@bigpond.net.au	Oct. 17
SHIRE OF EXMOUTH REPRESENTATIVES						
Rogé Kempe	Executive Manager Community Engagement		9949 3015	0428 935 466	emce@exmouth.wa.gov.au	N/A
Mick Hood	Councillor - Shire of Exmouth		-	0428 372 909	Cr_Hood@exmouth.wa.gov.au	N/A
CO-OPTED MEMBERS						
Jackie Brooks	Aust. Coral Coast / Exmouth CCI		9949 4949	0419 936 779	ningaloo.lodge@bigpond.com	N/A
Michael Husband	Three Islands Whale Shark Dive	Chairperson	9949 1994	0418 910 884	Michael@whalesharkdive.com	N/A



Murat Road, Exmouth
98 019 513 732

Exmouth Visitor Centre

Risk Assessment Plan

Revision history

Version Number	Date updated
<i>Version 1.2</i>	<i>18/2/2016</i>

Table of Contents

The Continuity PlanError! Bookmark not defined.

- Risk management.....3
- Scenario planning.....6
- Insurance.....9
- Key personnel training 10
- Data security & backup strategy 11

The Emergency Action Plan.....**12**

- Emergency contacts..... 12
- Staff emergency roles & contacts..... 12
- Evacuation Procedures**Error! Bookmark not defined.**
- Emergency kit..... 15

Continuity Planning

Risk Management

Business risk	Impact	Likelihood	Mitigation strategy	Contingency plan
<p>Tropical Cyclone</p> <p><i>Damage to EVC building and facilities. Forced EVC closure due to power outages. Short term downturn in visitation to the Ningaloo. Reduction in EVC income</i></p>	High	Highly Likely	Cyclone preparation procedures to proof building and facilities against high wind and flood damage.	Short term marketing strategy template in place to drive visitation post cyclone event.
<p>Electronic equipment/systems failure</p> <p><i>Loss of ability to process sales and carry out normal operations which are dependent on electronic systems</i></p>	High	Highly Likely	Anti-virus software subscriptions maintained for all EVC computers. Accounting and retail software systems support subscriptions maintained. Weekly database and document back up. Database and document back up to external hard drive prior to cyclone events.	Manual sales processing procedures maintained. Manual credit card processing equipment kept on site.
<p>Flood</p> <p><i>Damage to EVC building and facilities. Forced EVC closure. Short term downturn in visitation to the Ningaloo. Reduction in EVC income</i></p>	High	Likely	Preparation procedures to proof building and facilities against flood damage.	Short term marketing strategy template in place to drive visitation post flood events. Negotiate alternate and temporary visitor centre location with Shire of Exmouth in the event that EVC building is damaged and cannot be used.

Business risk	Impact	Likelihood	Mitigation strategy	Contingency plan
Loss of key staff <i>Skills loss. Deficits in standard procedures. Staffing issues. Decreased customer service standards. Low availability of suitable replacement staff</i>	High	Likely	Succession planning and organisational structure fosters skills sharing and internal promotion.	Procedure manuals cover short term deficits in standard operating procedures.
Downturn in Ningaloo visitation <i>Reduction in EVC income. Loss of operator product.</i>	High	Likely	Destination marketing. Promotion of multiple and diverse visitor experiences. Diversification of commissionable and retail product.	Short term collaborative marketing strategy template in place to boost visitation.
Airline service reductions or route closure <i>Reduction in Ningaloo visitation. Reduction in EVC income.</i>	High	Unlikely	Liaise with airlines directly and via community reference group meetings to mitigate threats to services or route availability. Destination marketing to ensure route demand remains strong. Encourage multiple operators on the Perth-Learmonth route.	Continue and expand destination marketing to self-drive visitors.
Fire <i>Damage to EVC building and facilities. Damage to EVC building and facilities. Forced EVC closure. Short term downturn in visitation to the Ningaloo. Reduction in EVC income. Staff injury</i>	High	Unlikely	Emergency procedures. Fire drills undertaken every 4 months as per OHS requirements.	Fire extinguishers kept on site. Fire extinguishers checked every 6 months. Negotiate alternate and temporary visitor centre location with Shire of Exmouth in the event that EVC building is damaged and cannot be used.

Business risk	Impact	Likelihood	Mitigation strategy	Contingency plan
Fraud Theft of goods, cash, equipment, business/client/staff information.	Medium	Unlikely	Police and security checks undertaken during staff employment process. Internal security procedures (cash handling) maintained. Internal security (information security) maintained. Monitored security system including access control system. Financial authority policy.	Business insurance in place.
Staff injury <i>Skills loss. Staffing and rostering difficulties. Liability.</i>	Medium	Unlikely	Comply with OHS workplace safety requirements. Promote culture of safe working practices.	Workers compensation insurance in place. First aid kit kept on site. Defibrillator kept on site. Supervisors qualified Senior First Aid.
Visitor injury on site <i>Liability.</i>	Medium	Unlikely	Comply with workplace safety requirements.	Public liability insurance in place. First aid kit kept on site. Defibrillator kept on site. Supervisors qualified Senior First Aid.

Scenario Planning (major risks)

Scenario 1: Tropical Cyclone

Question	Details
Critical failure	Damage to EVC building and facilities. Forced EVC closure due to power outages. Damage to visitor facilities, services and attractions throughout Exmouth, Coral Bay and the Ningaloo.
Impact to business	Short term downturn in visitation to the Ningaloo. Reduction in EVC income. Approximately \$1500 per day during EVC closure, \$1000 per day with downturn in visitation following cyclone event
Immediate actions	Follow cyclone procedure manual and complete cyclone preparation checklist. Transition staff to annual leave during forced closure.
Secondary actions	Implement short term marketing strategy to drive visitation post cyclone event. Report maintenance/repair requests to Shire of Exmouth Works Depot.
Responsibilities	All on duty staff to assist with building preparations. Membership & Communications Coordinator to assess building damage and security post cyclone. General manager to advise all clear to staff.
Resources needed	Repair and maintenance funding (Shire of Exmouth) repairs, power line repair (Western Power), collaborative marketing funding.

Scenario 2: Electronic equipment/systems failure

Question	Details
Critical failure	Loss of ability to process sales and carry out normal operations which are dependent on electronic systems.
Impact to business	Reduction in EVC income. Approximately \$1000-\$10000 per day if sales cannot be processed.

Question	Details
Immediate actions	Transition to manual sales processing equipment. Back up database and documents to external hard drive.
Secondary actions	Request systems support from software providers. Request hardware repair from local IT business.
Responsibilities	Visitor Services Coordinator to investigate and request repairs needed. General manager to approve repair costs.
Resources needed	Expanded IT budget to allow repair or replacement of electronic systems or hardware. Additional Visitor Services Coordinator hours available until problem is fully resolved.

Scenario 3: Flood

Question	Details
Critical failure	Damage to EVC building and facilities. Forced EVC closure. Damage to visitor facilities, services and attractions throughout Exmouth, Coral Bay and the Ningaloo.
Impact to business	Short term downturn in visitation to the Ningaloo. Reduction in EVC income. Approximately \$1500-\$15000 per day during EVC closure. Approximately \$1000-\$12000 per day with downturn in visitation following flood event
Immediate actions	Follow natural disaster procedure manual and complete preparation checklist (where possible). Transition staff to annual leave during forced closure.
Secondary actions	Implement short term marketing strategy to drive visitation post cyclone event. Report maintenance/repair requests to Shire of Exmouth Works Depot.

Question	Details
Responsibilities	All on duty staff to assist with preparation or damage mitigation procedures. Membership & Communications Coordinator to assess building damage and security. General manager to advise all clear to staff.
Resources needed	Repair and maintenance funding (Shire of Exmouth) repairs, collaborative marketing funding

Insurances

Insurance type	Policy coverage	Insurance company and contact	Last review date	Payments due
Workers Compensation	Workers compensation liability	MGIB Insurance Brokers & Financial Services. James Humphreys (08) 9213 9888	9/7/2015	\$2988.54 Annually
Association Liability	Civil liability, Professional indemnity, Office bearers liability, Association reimbursement, Association liability, Employment practice liability, Fidelity, Legal consultation	MGIB Insurance Brokers & Financial Services. James Humphreys (08) 9213 9888	9/7/2015	\$1930.50 Annually
Business Insurance	Building and contents against fire, flood, earthquake and other insure events, Business interruption, Theft	MGIB Insurance Brokers & Financial Services. James Humphreys (08) 9213 9888	9/7/2015	Annually

Key Personnel Training

Job title	Name	Expected staff turnover	Skills or strengths	Cross-training requirements
General Manager	Kristy Bryan-Smith	3 years	Relevant qualifications or experience in business management. Experience in the tourism industry	
Visitor Services Coordinator	Shelley Davis	2 years	Experience in retail team management. Relevant qualifications or experience in accounting.	Human resources management
Membership & Communications Coordinator	Ben Knaggs	3 years	Experience in marketing & promotion. Experience in tourism or media industry.	Website management processes, online marketing and sales optimisation
Finance Officer	Wendy McKeown	3 years	Relevant qualifications and experience in accounting & finance management	MYOB finance system training
Visitor Services Supervisor	Elisa Fois Jasmin Murphy	2 years	Experience in retail sales. Experience in tourism industry Fully qualified in Senior First Aid	Retail team management
Visitor Services Officer	Christine Salmon Stacey Williams Ashleigh Hourn Soshana Botting	12 months	Relevant qualifications in retail sales. Experience in tourism industry.	Cert III in Retail. Cert III is Tourism

Data Security & Backup Strategy

Data for backup	Type of data	Frequency of backup	Backup media/ service	Person responsible	Backup procedure steps
Retail Manager database	Point of sale data files	Daily	Automatic local hard drive backup. Remote/online backup service. Secure payment system. Anti-virus protection.	Visitor Services Coordinator	End of day reconciliation. See procedure manual.
Membership database, Media contact database, industry contact database	Website and website systems login details, internal spreadsheets	Monthly	External hard disk drive. Anti-virus protection.	Membership & Communications Coordinator	Manual back up Marketing folder to external hard drive.
MYOB & accounting database	Payroll system data, MYOB data files	Weekly	Automatic local hard drive backup. Manual back up to external hard drive. Remote/online backup service. Anti-virus protection.	Finance Officer & General Manager	MYOB automatic back up to local hard drive. Finance Officer makes weekly manual back up to external hard drive kept off the EVC premises. Manual back up to external hard drive as part of cyclone preparation procedures.

Emergency Action Planning

Emergency Contacts

Organisation Name	Contact	Title	Phone number
ALL	-	-	000
State Emergency Services (SES)	Jackie Brooks	-	0419 936 779
Police	-	-	9947 8700
Fire	-	-	9949 1664
Ambulance	-	-	9949 2933
Exmouth Hospital	-	-	9949 3666
Security Vidguard	-	-	9964 1810

Staff Emergency Roles & Contacts

Emergency Position	Staff Member	Mobile Phone number
Nominated Chief Fire Warden	Ben Knaggs	0438 929 101
2IC Fire Warden	Shelley Davis	0467 460 628
First Aid Officers	Elisa Fois	0438 929 101
	Jasmin Murphy	0448 667 924

Emergency Procedures

Procedures	Brief outline of procedures	Evacuation point/ address	Reference to full procedure document
<p>Emergency Evacuation (Fire, bomb threat, hazardous substances, etc)</p>	<ol style="list-style-type: none"> 1. Alarm raised and warden takes charge. Warden to assess fire/emergency. 2. Warden gives evacuation warning. Public to evacuate building, staff to assemble in reception area (outside admin offices). 3. Staff to follow warden instructions. 4. Clear building and calmly evacuate the premises from nearest emergency exit. 5. Fire or emergency services contacted. 6. Locate and account for all staff. 7. Report incident to the General Manager. 	<p>North carpark, emergency assembly point at big prawn</p>	<p>The emergency procedures manual is located in admin office 2, top left in the main filing shelves behind the door.</p>
<p>Medical Emergency</p>	<ol style="list-style-type: none"> 1. Alarm raised by attending staff member. Medical services contacted via 000. 2. Assess area for further danger to respondents. Clear danger where possible. 3. Attending staff to take first aid kit, mobile defibrillator and portable phone to the incident. 4. Send further staff member (wearing first aid cap) to meet ambulance. 5. Assist medical services by clearing further danger or onlookers. 6. Assist the casualty where necessary. 7. Report incident to the General Manager. 	<p>North carpark, emergency assembly point at big prawn</p>	<p>The emergency procedures manual is located in admin office 2, top left in the main filing shelves behind the door.</p>

Procedures	Brief outline of procedures	Evacuation point/ address	Reference to full procedure document
Armed Hold-Up	<ol style="list-style-type: none"> 1. Staff and visitor welfare is the primary concern during an armed hold up. Staff are to consider their own safety and that of others at all times. 3. Remain calm, obey instructions and allow offender to leave. 3. Observe details about offender including age, sex, height, build, hair/eye colour, clothing, identifying marks, car registration. 4. After the hold up, attend to any injured victims using medical emergency procedures (see above). 5. Call police on 000 or 9947 8700. 6. Seal off the hold-up area by locking doors to preserve evidence and prevent the offender from re-entering the building. 7. Ask witnesses to remain until police arrive. 8. Report incident to the General Manager. 	North carpark, emergency assembly point at big prawn	The emergency procedures manual is located in admin office 2, top left in the main filing shelves behind the door.

Emergency Kit

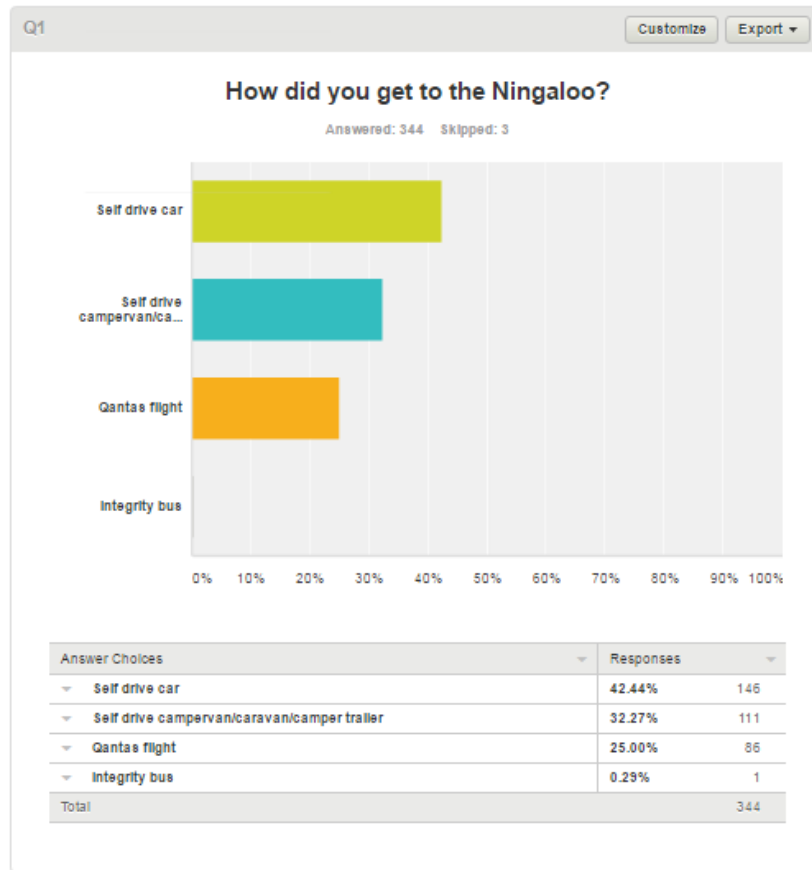
Object	Location	Date Checked	Person Responsible
Risk Assessment Plan	Admin office 2, top left in the main filing shelves behind the door	18/2/2015	General Manager
Emergency Procedure Manual	Admin office 2, top left in the main filing shelves behind the door	28/7/2015	General Manager
Emergency and recovery contacts	In emergency procedures manual, admin office 2, top left in the main filing shelves behind the door	28/7/2015	General Manager
Insurance documents	Admin office 1 & 2	1/7/2015	General Manager
Financial documents	Admin office 1 & 2	-	General Manager/Finance Officer
First-aid kit	Staff toilet	29/4/2015	Visitor Services Coordinator
Portable Defibrillator	Mounted on wall next to admin office 2		Visitor Services Coordinator
Fire Extinguishers	1. Mounted on wall next to admin office 2 2. Mounted on west wall of retail space, below shop mirror	4/7/2015	Fire Warden
Portable radio	Reception area, outside admin office 1	-	-
Sandbags	Store room, top shelves of cabinets	4/5/2015	General Manager
Plastic tarps & bags	Store room, top shelves of cabinets	4/5/2015	General Manager
Spare batteries	Stationary cupboard	-	Visitor Services Supervisor
Adhesive tape	Stationary cupboard	-	Visitor Services Supervisor
Pen/pencil and notepad	Stationary cupboard	-	Visitor Services Supervisor

Visit Ningaloo Annual Customer Survey Results

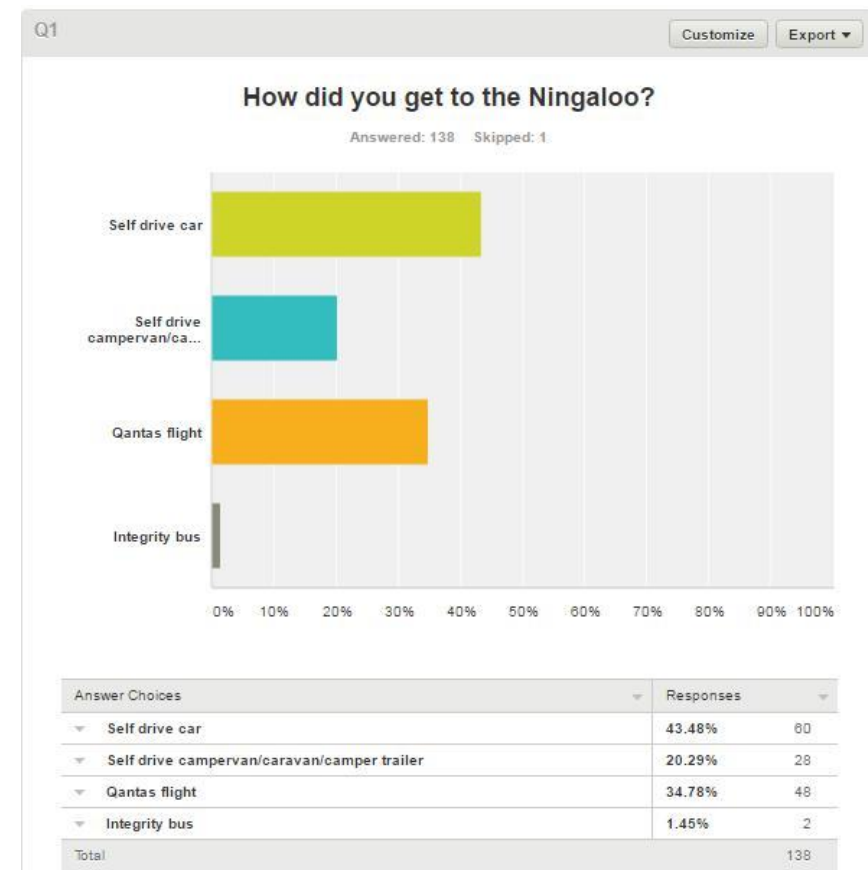
October 2016 vs March 2016



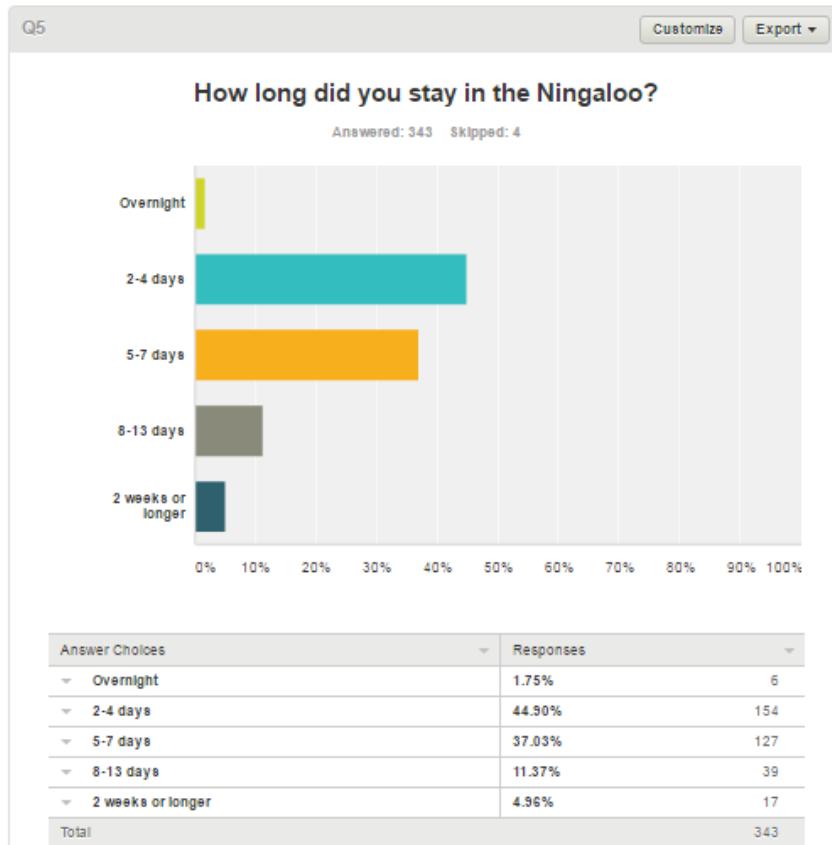
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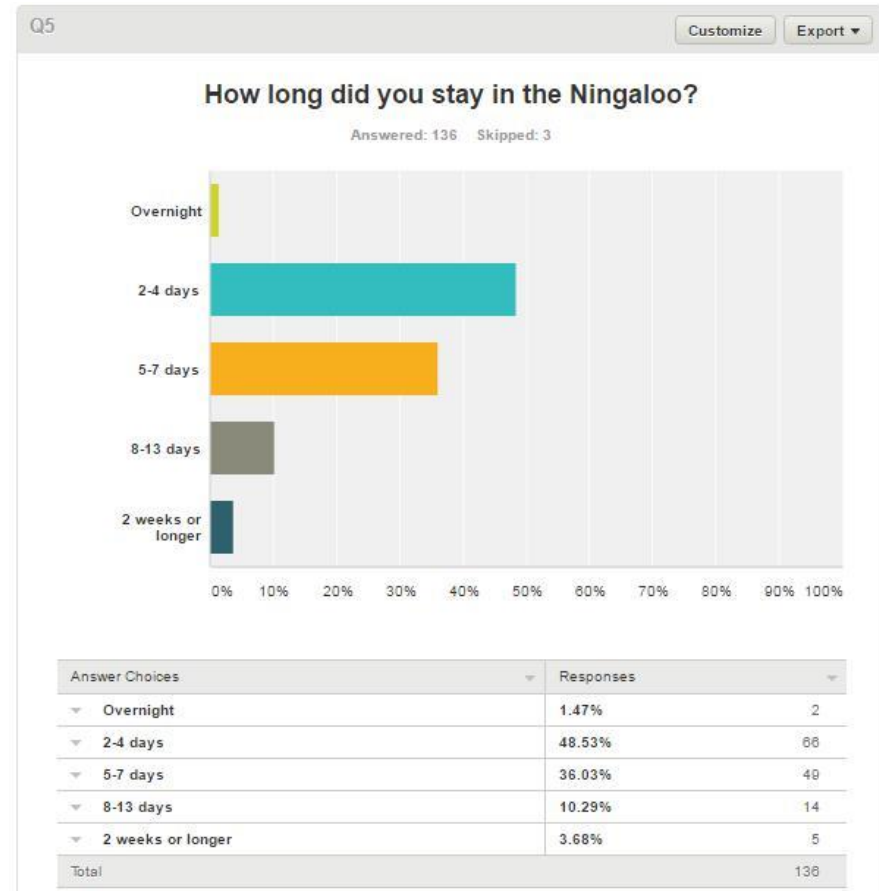
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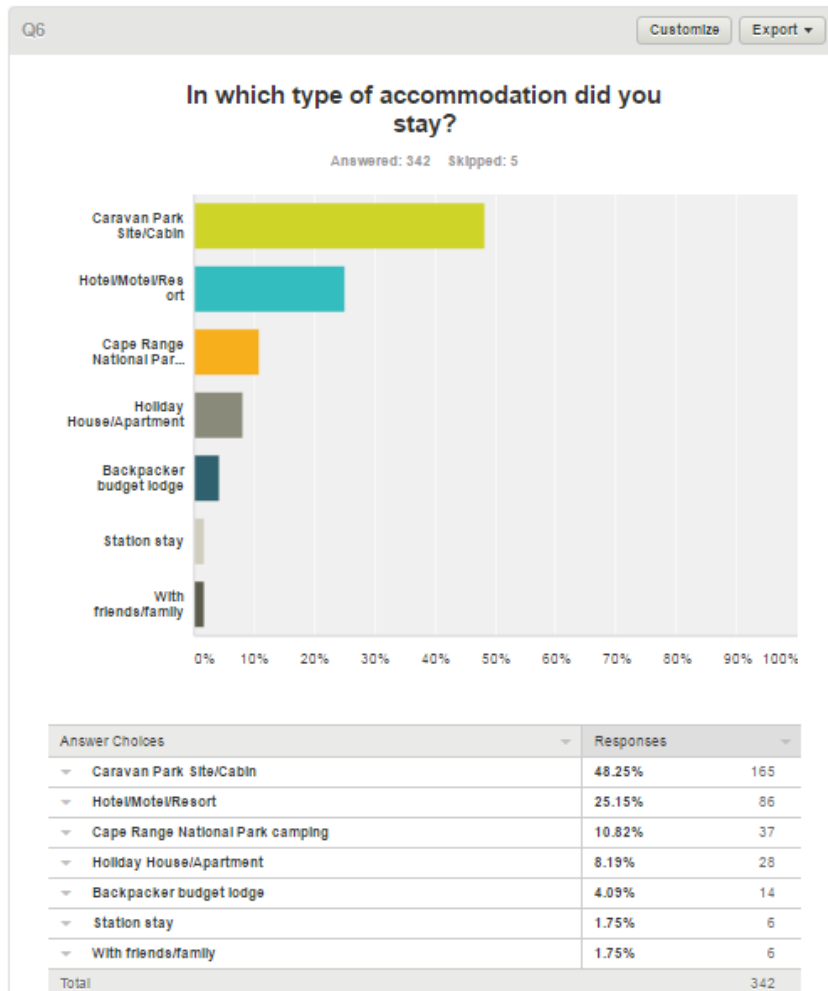
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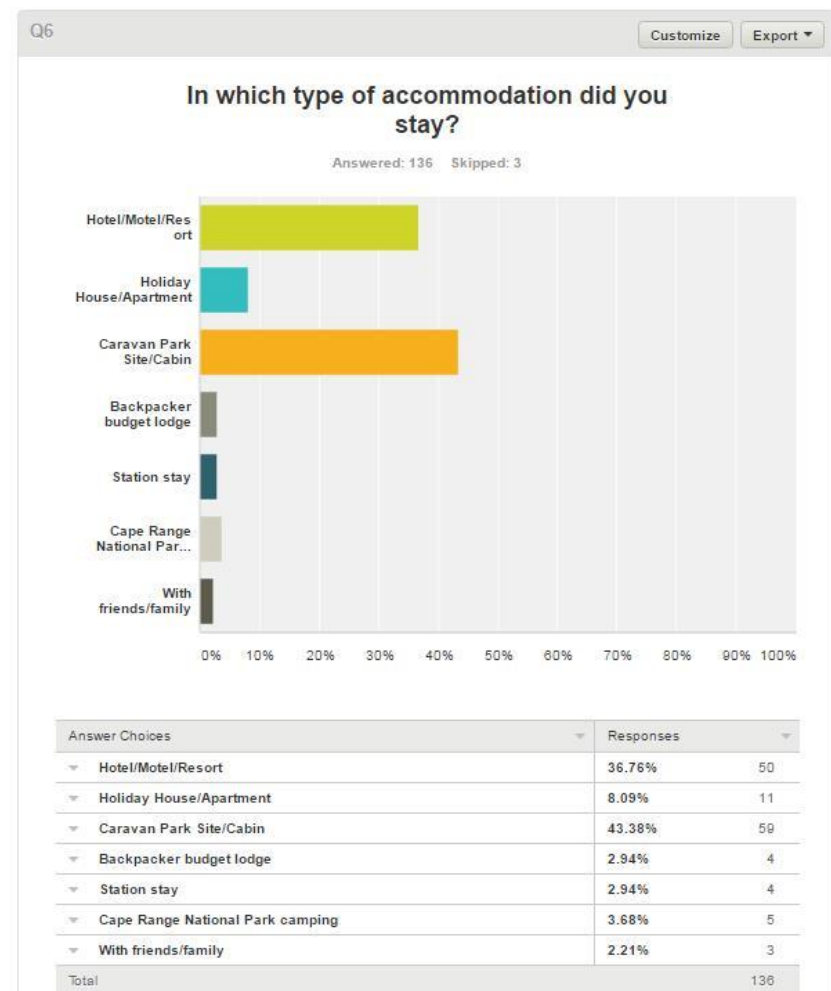
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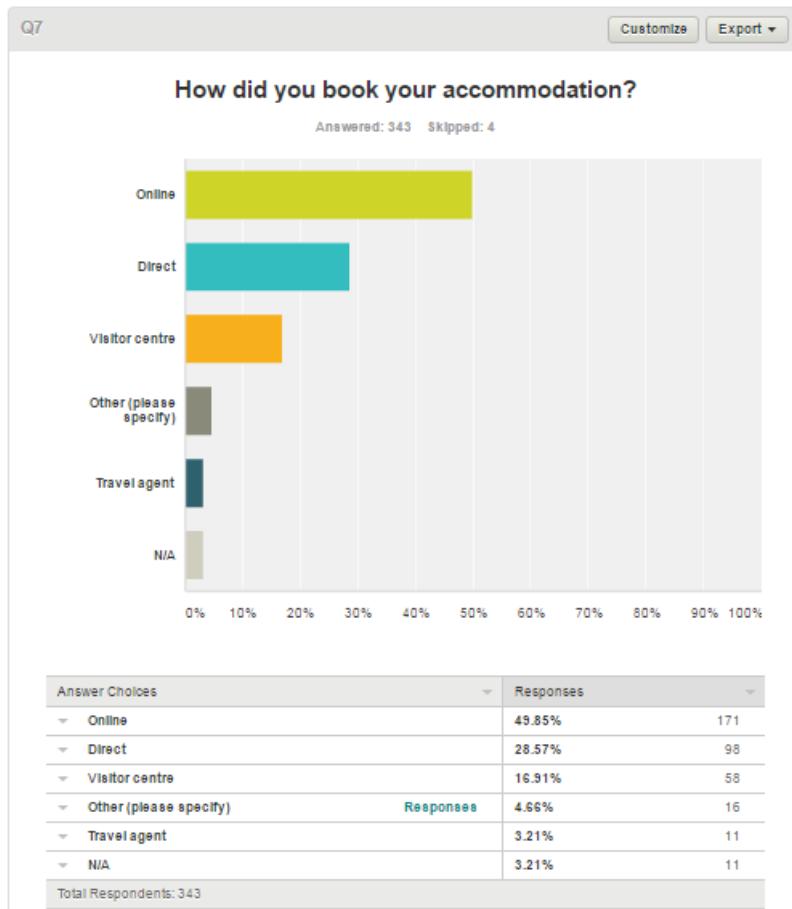
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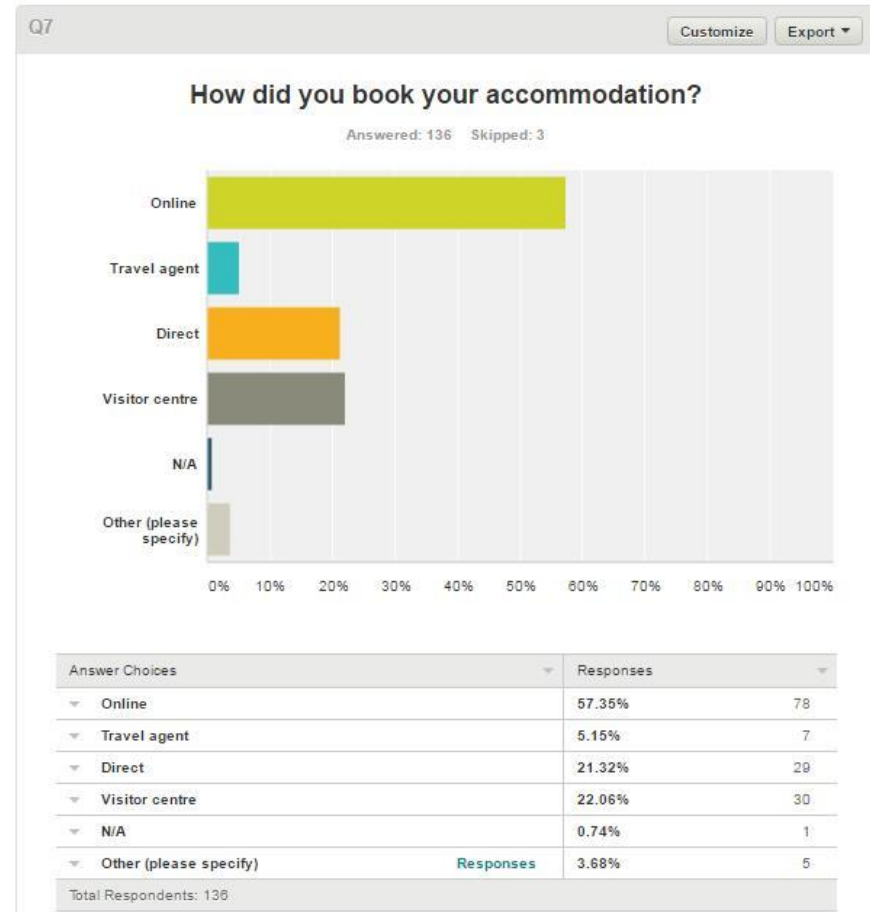
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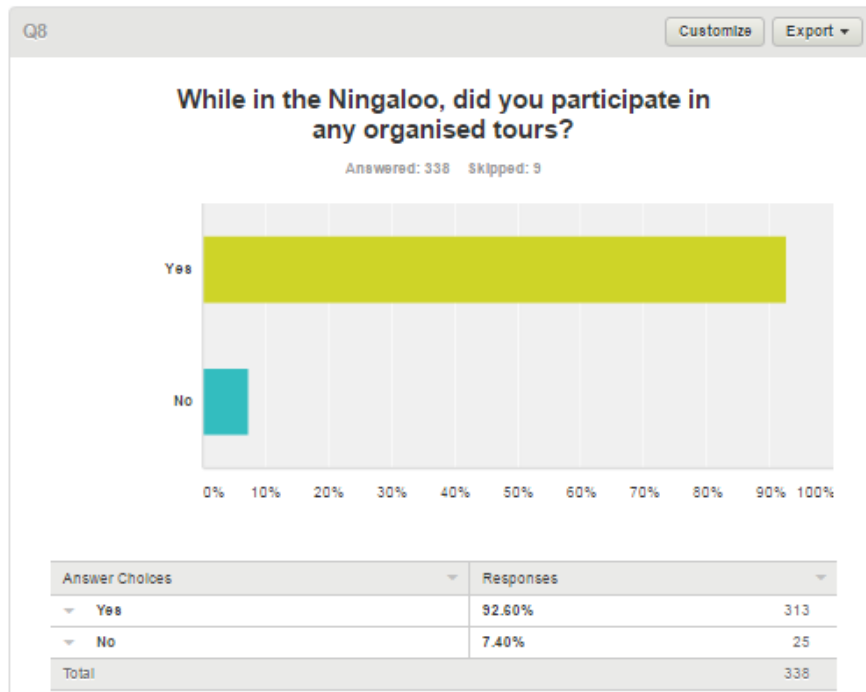
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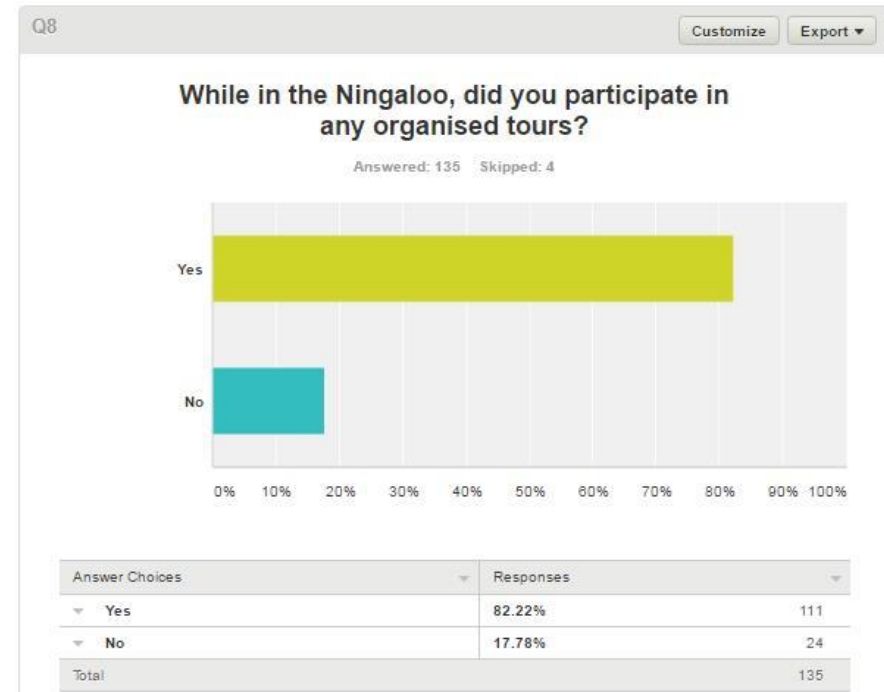
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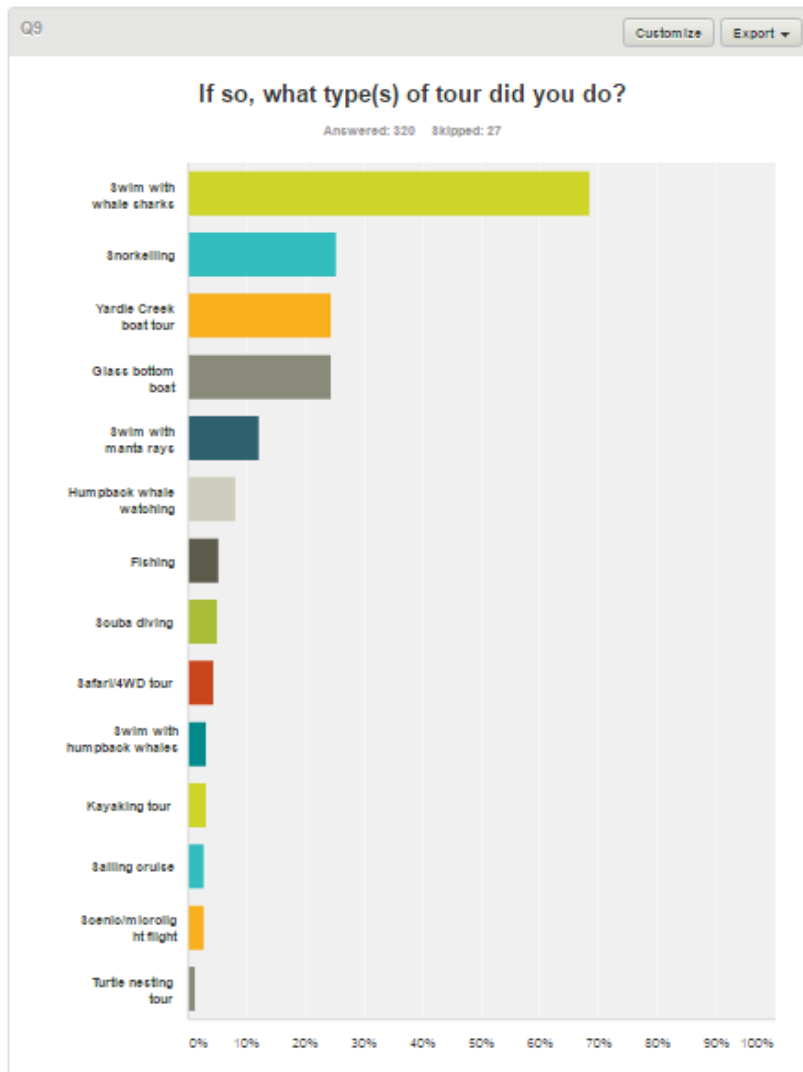
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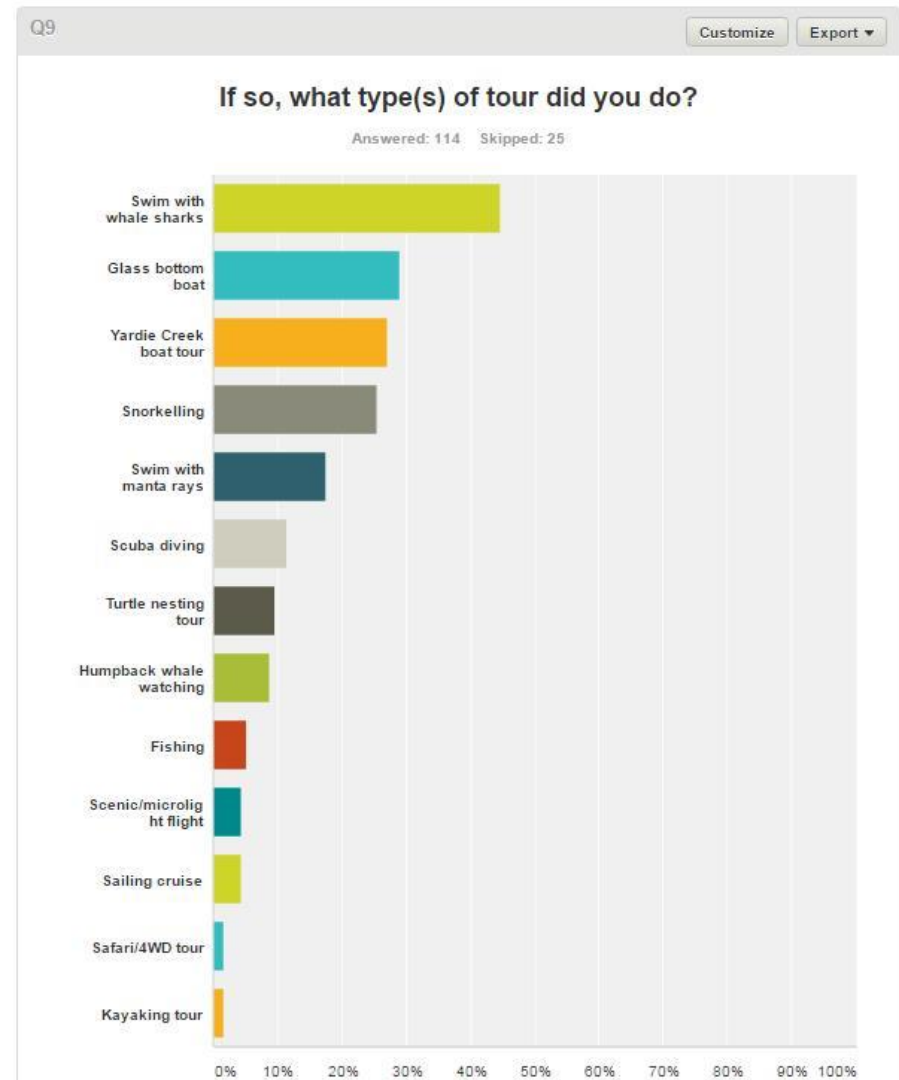
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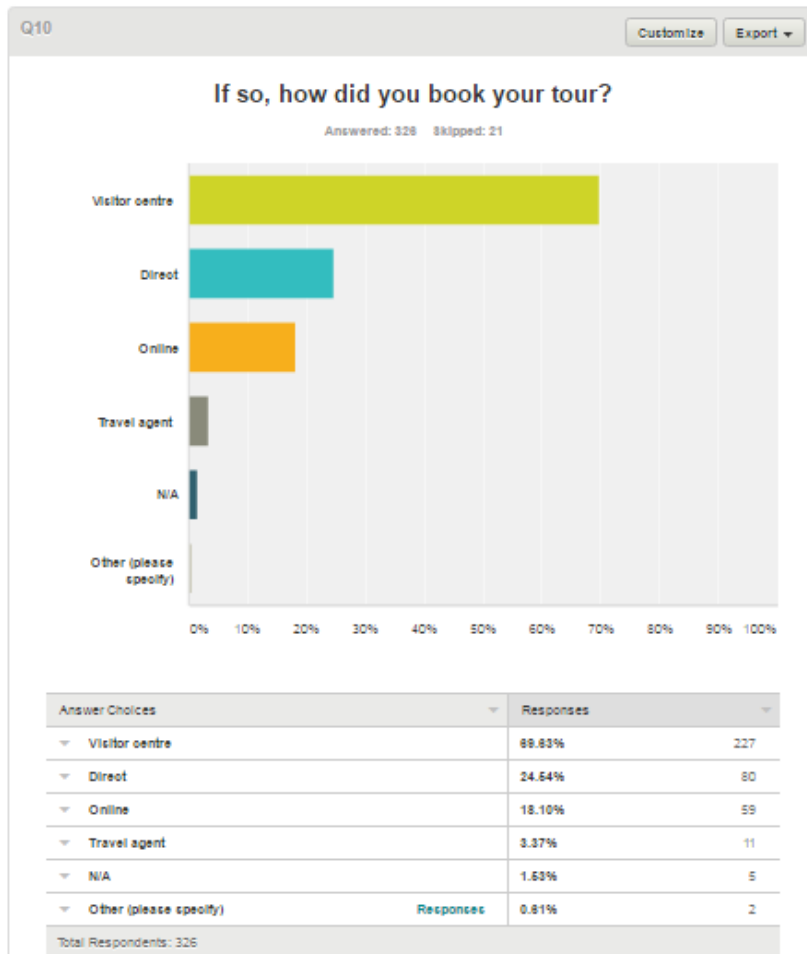
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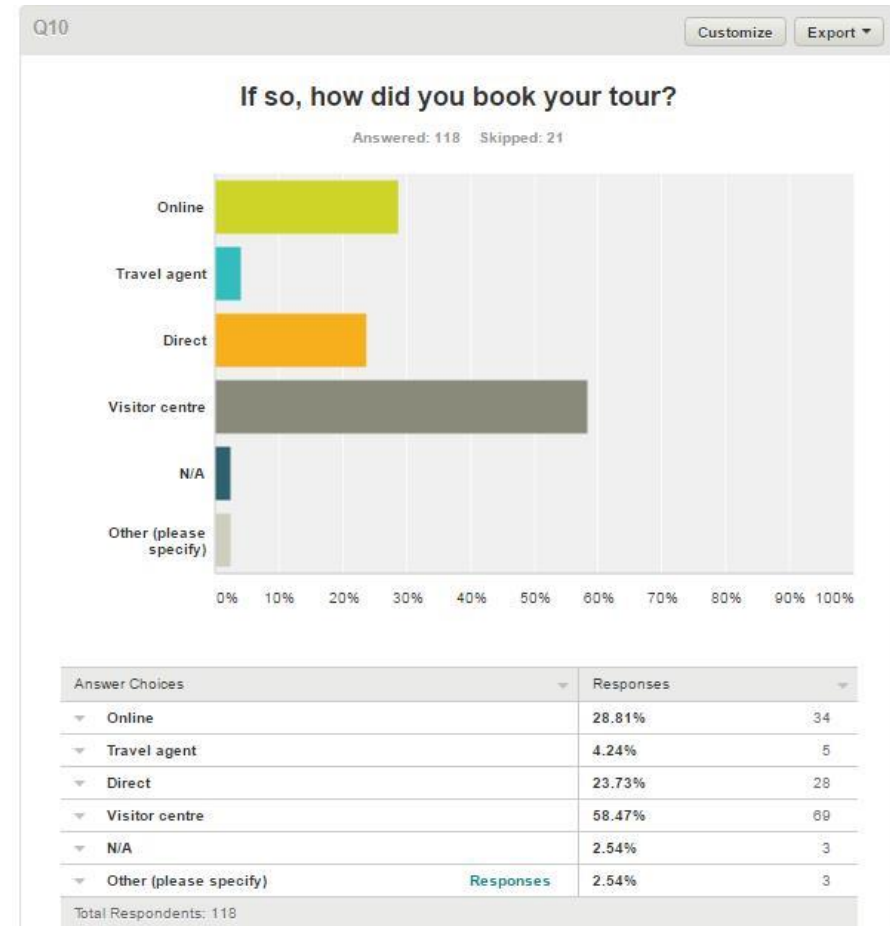
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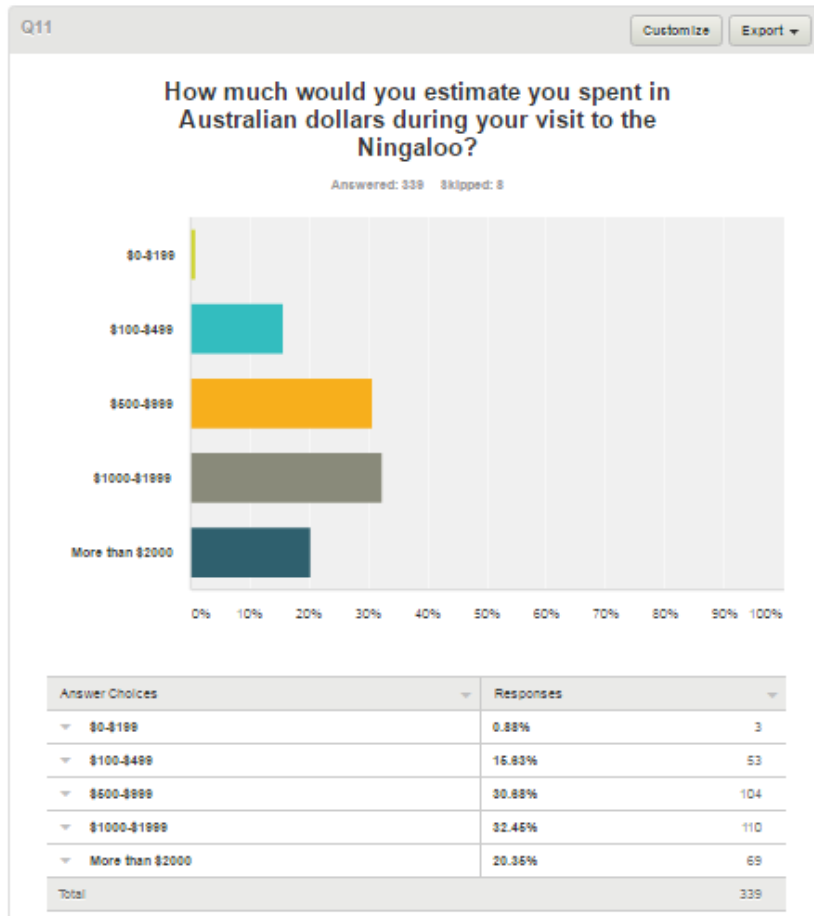
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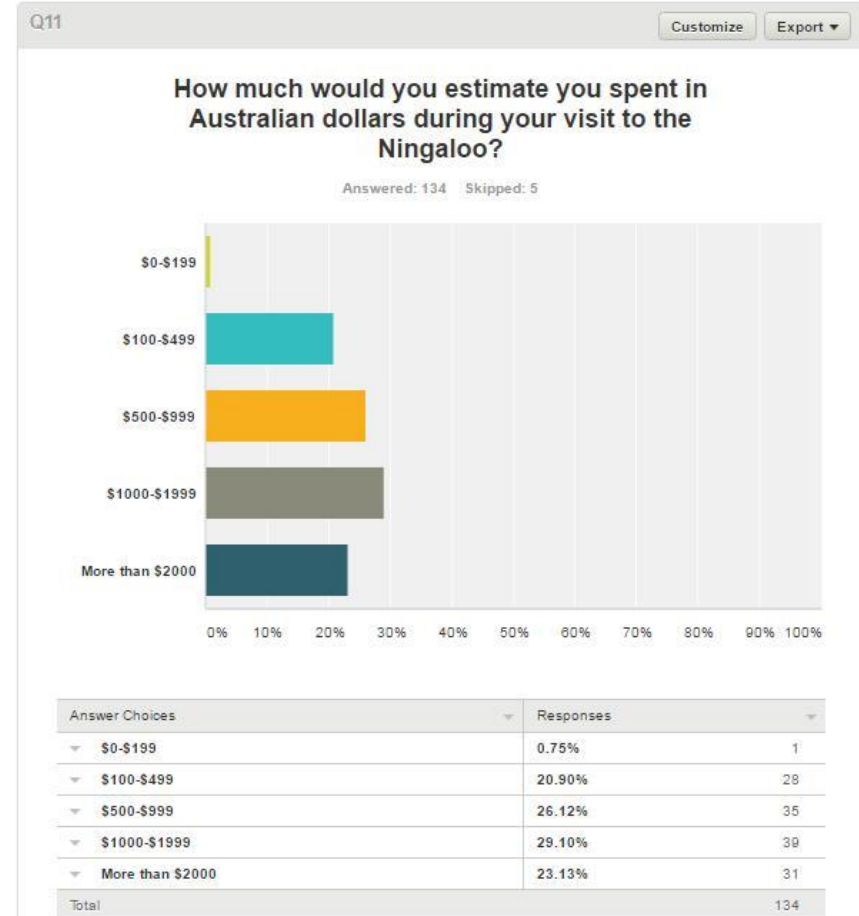
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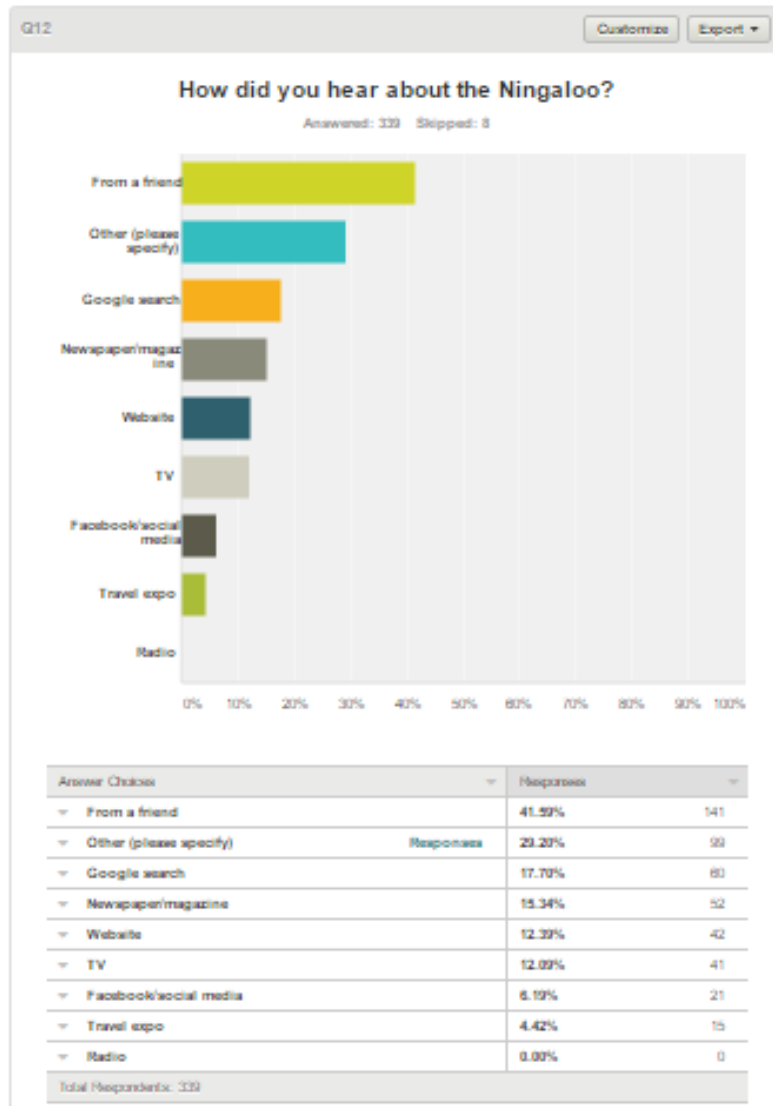
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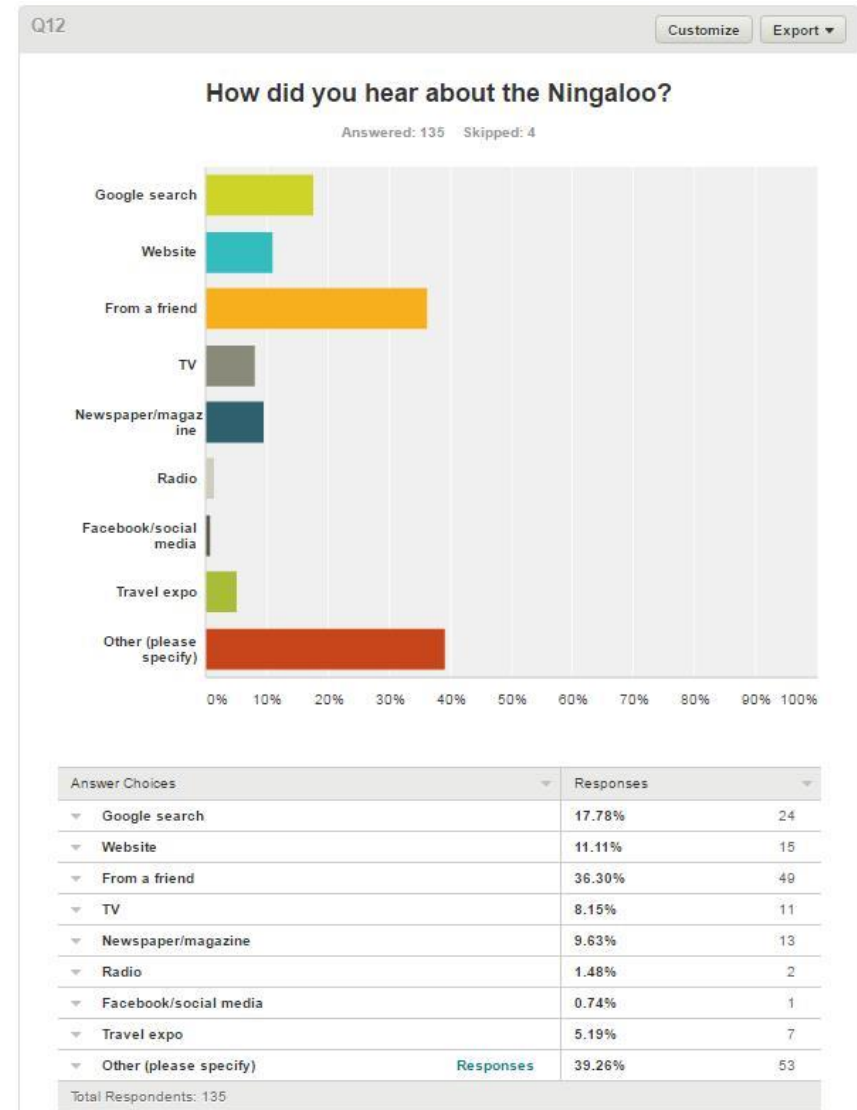
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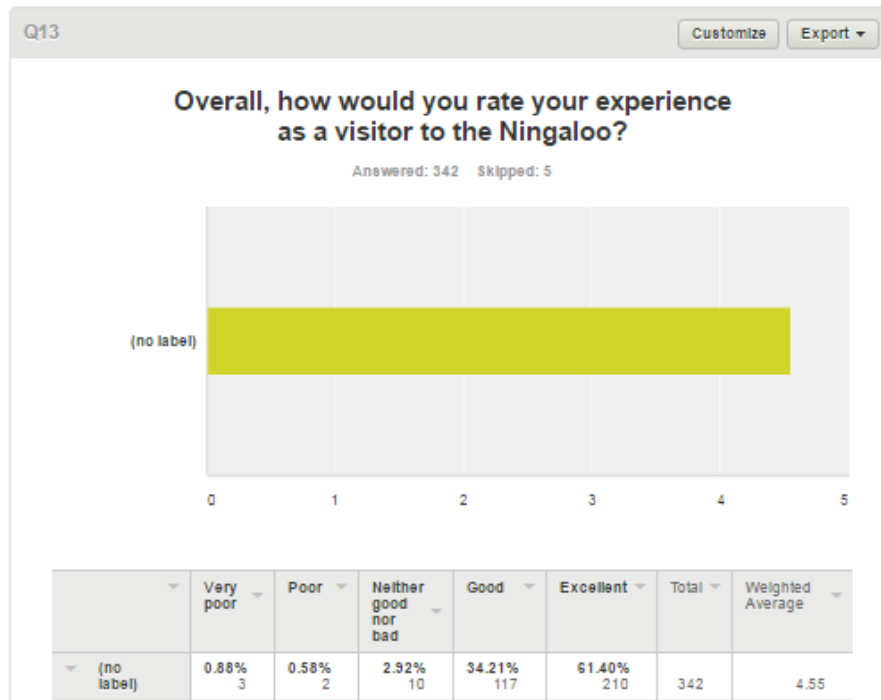
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March 2016



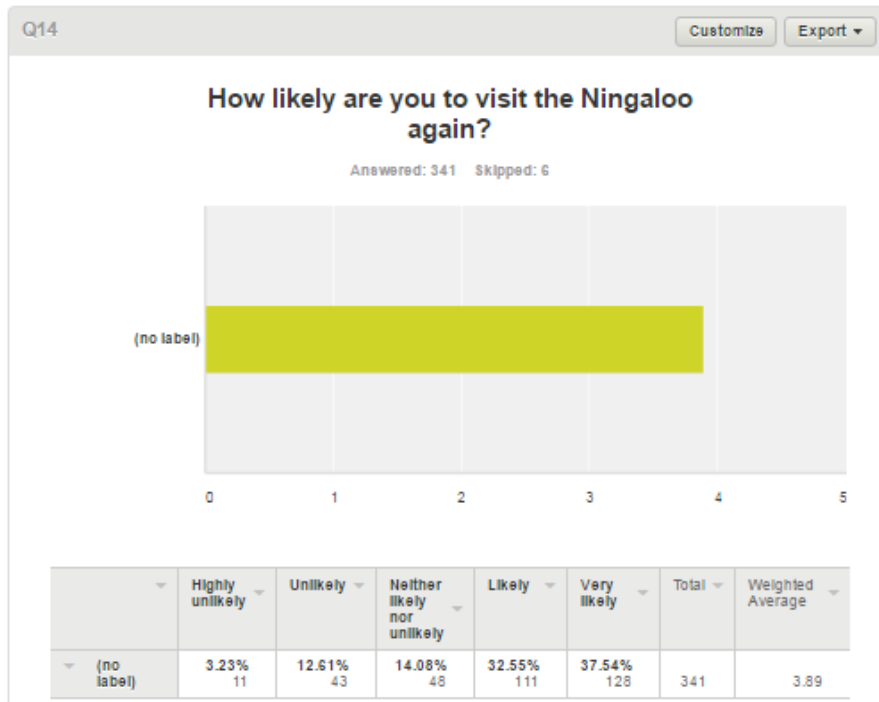
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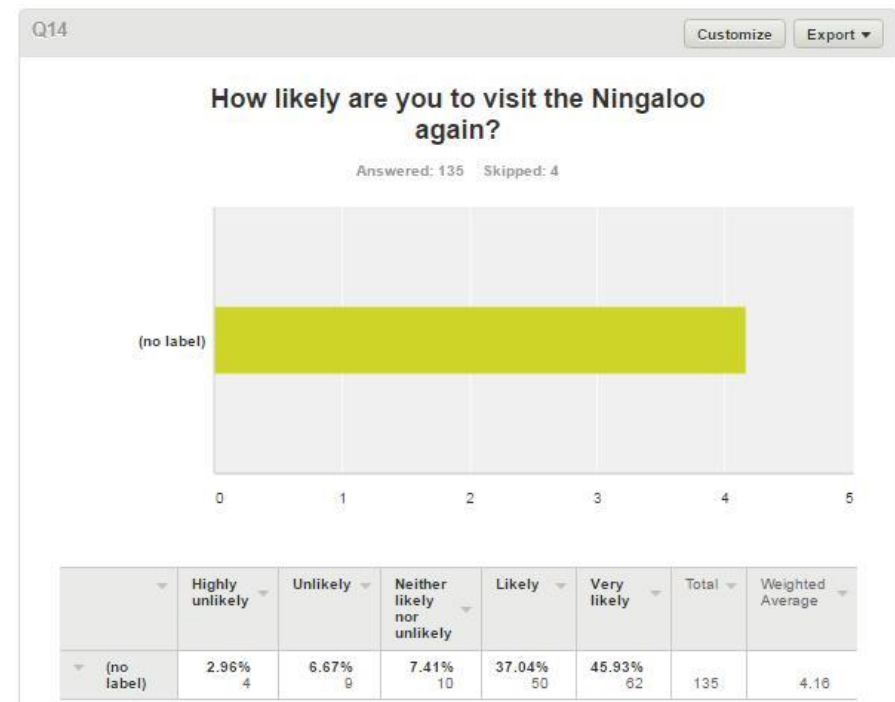
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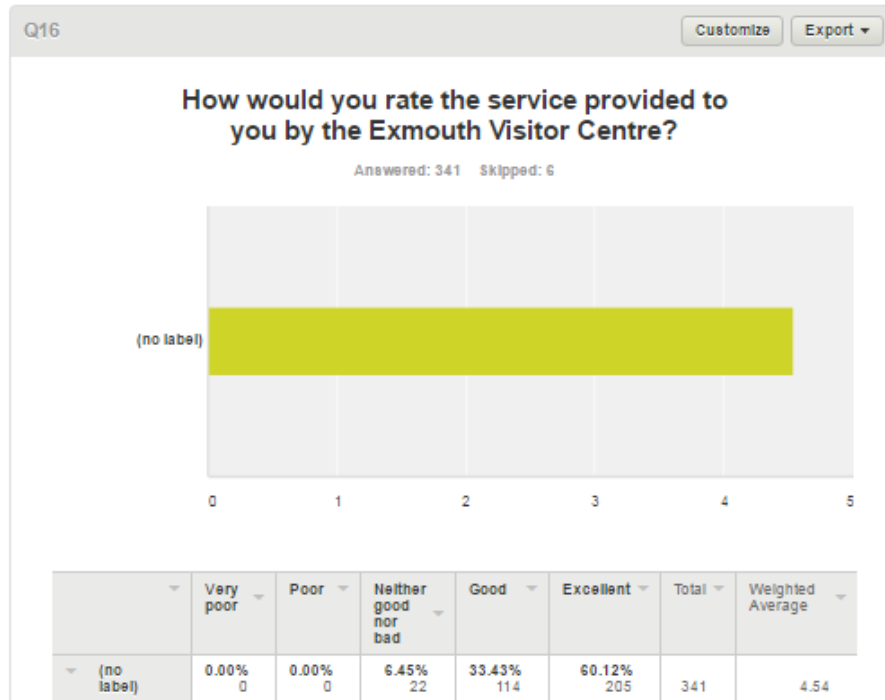
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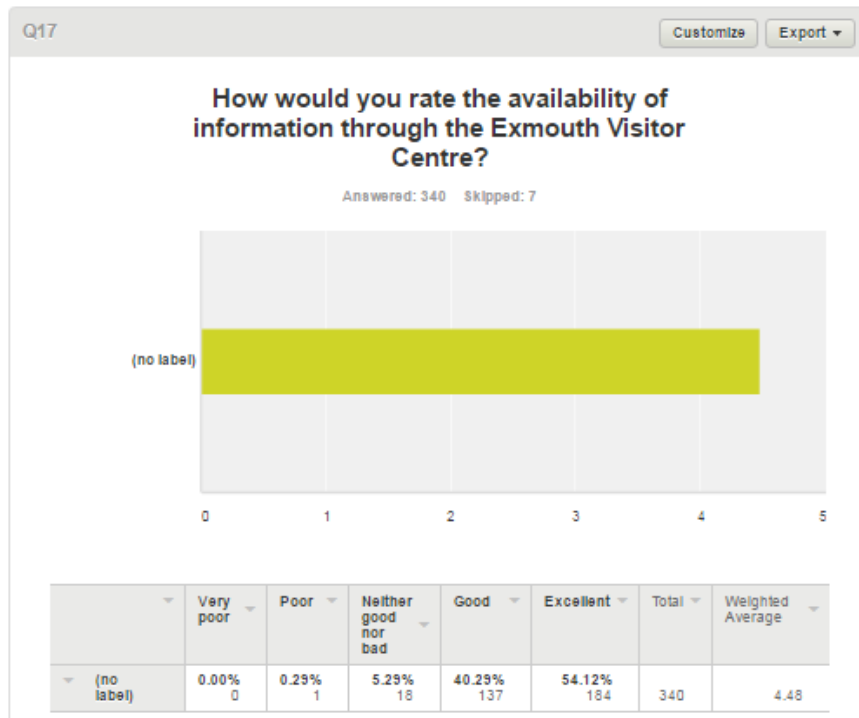
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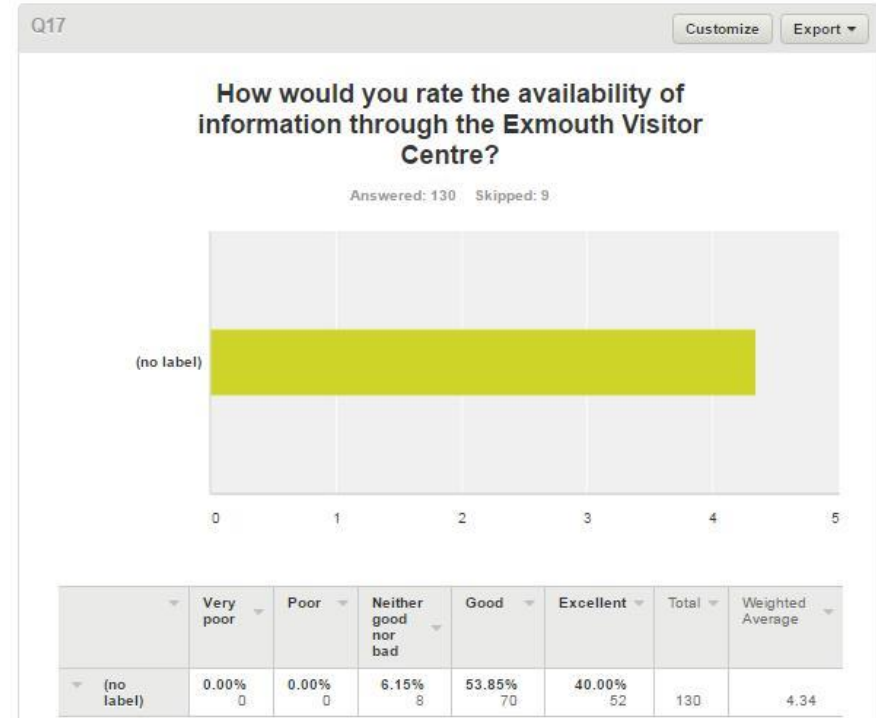
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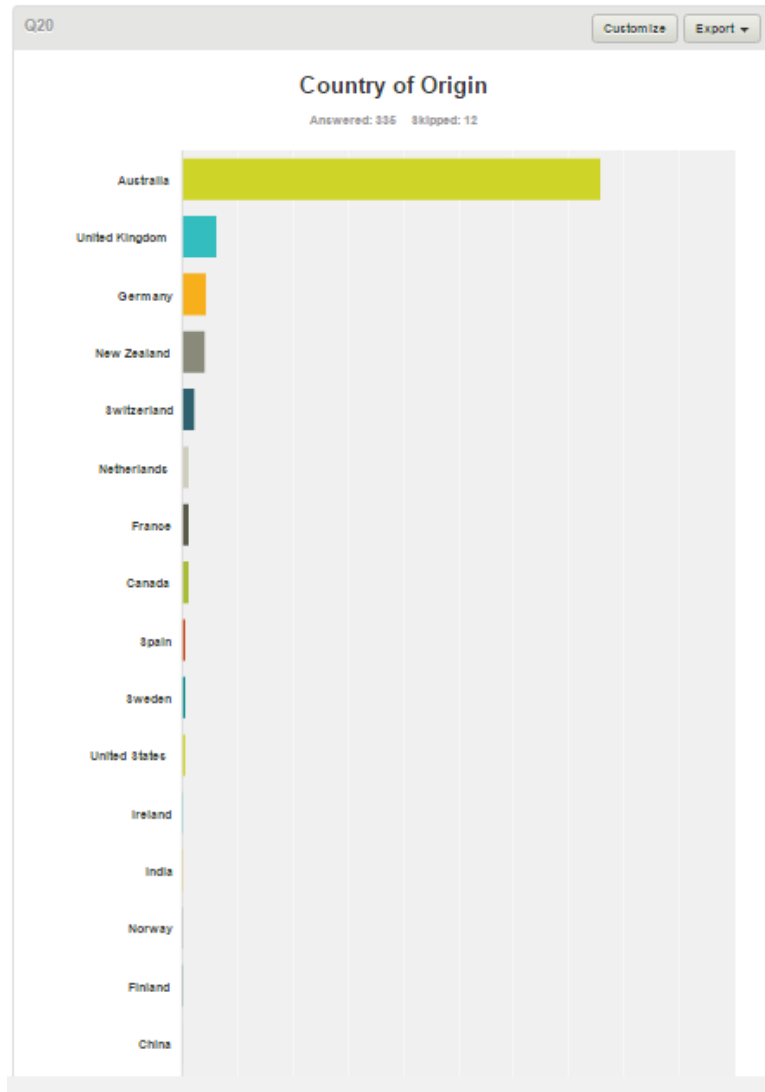
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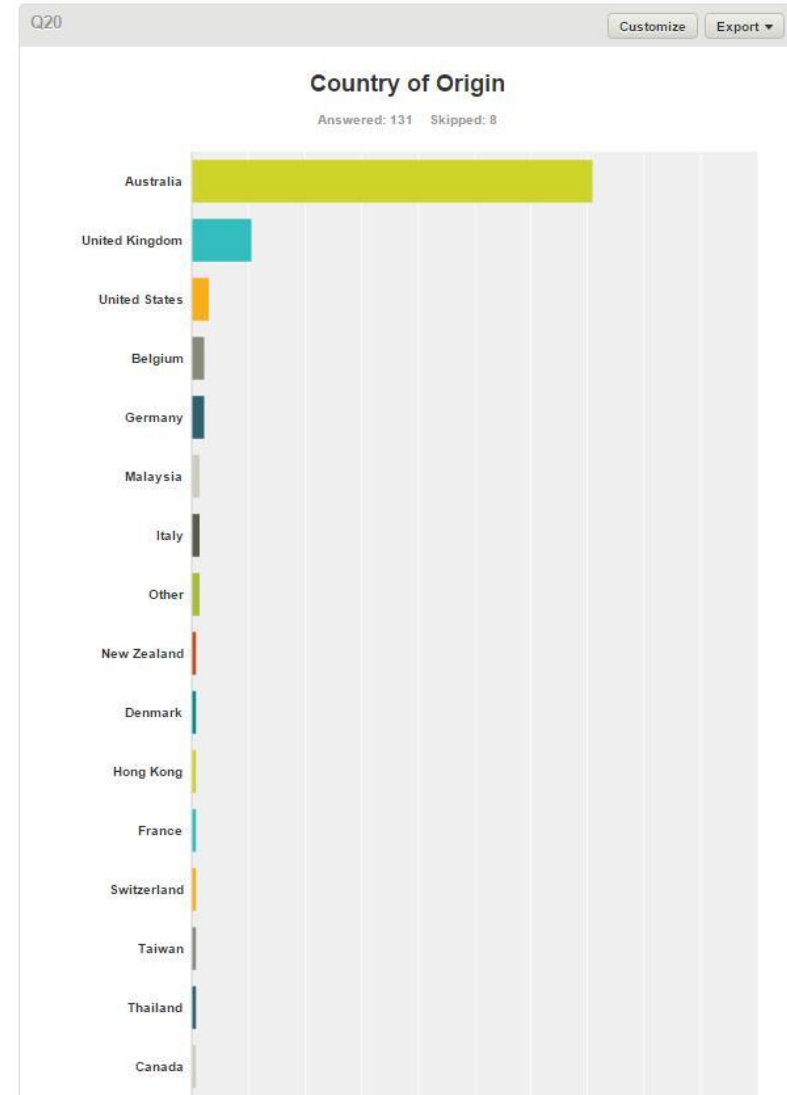
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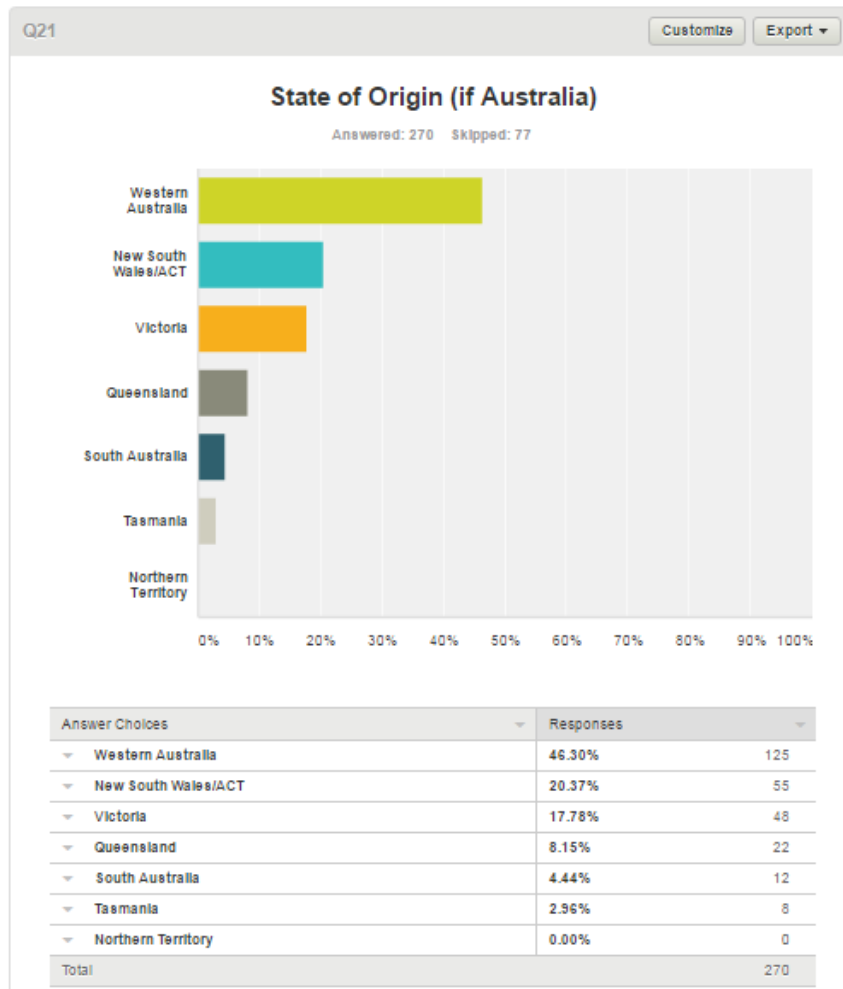
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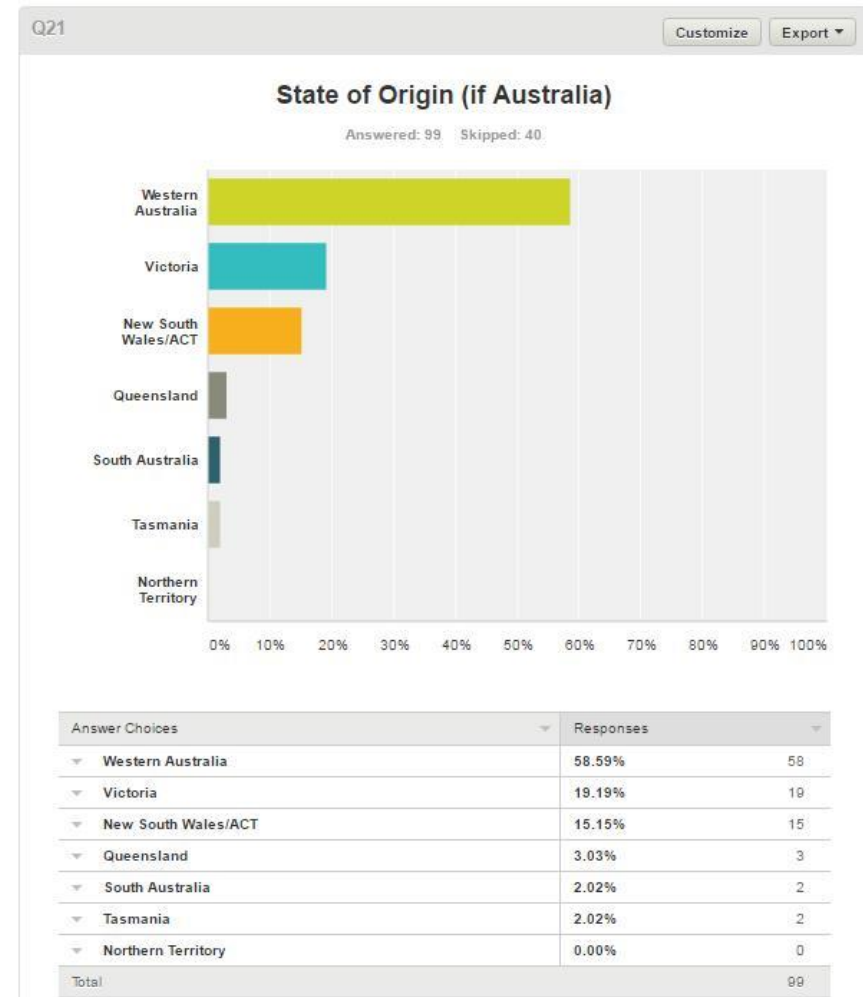
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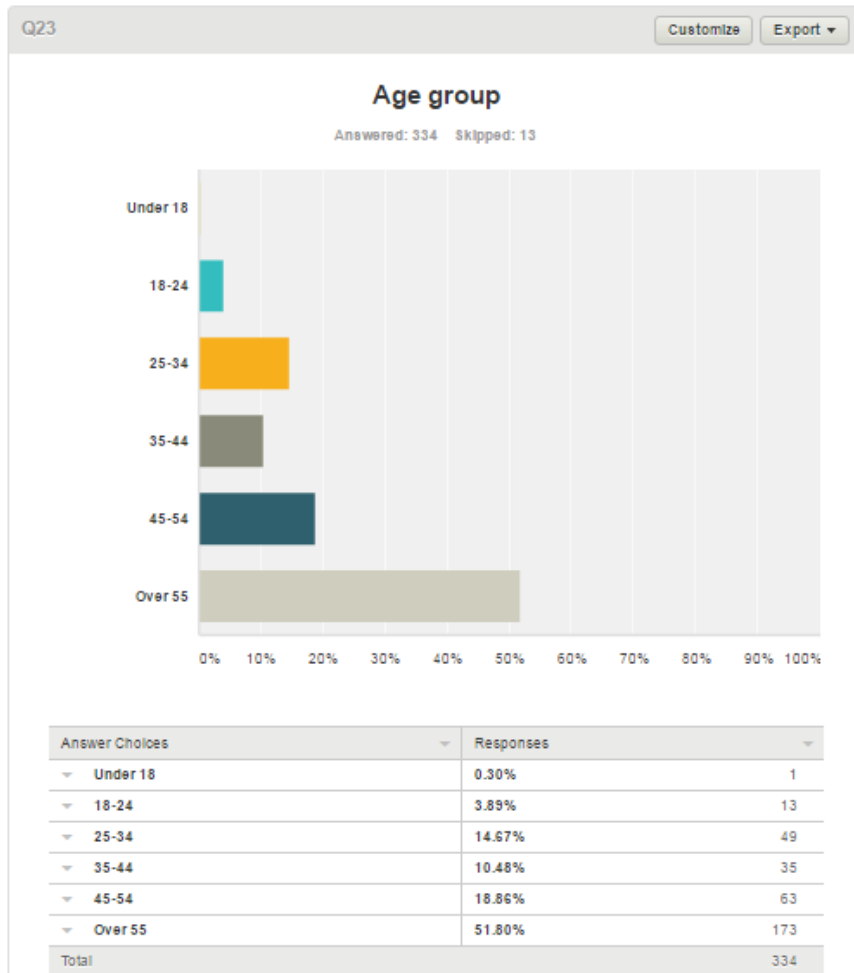
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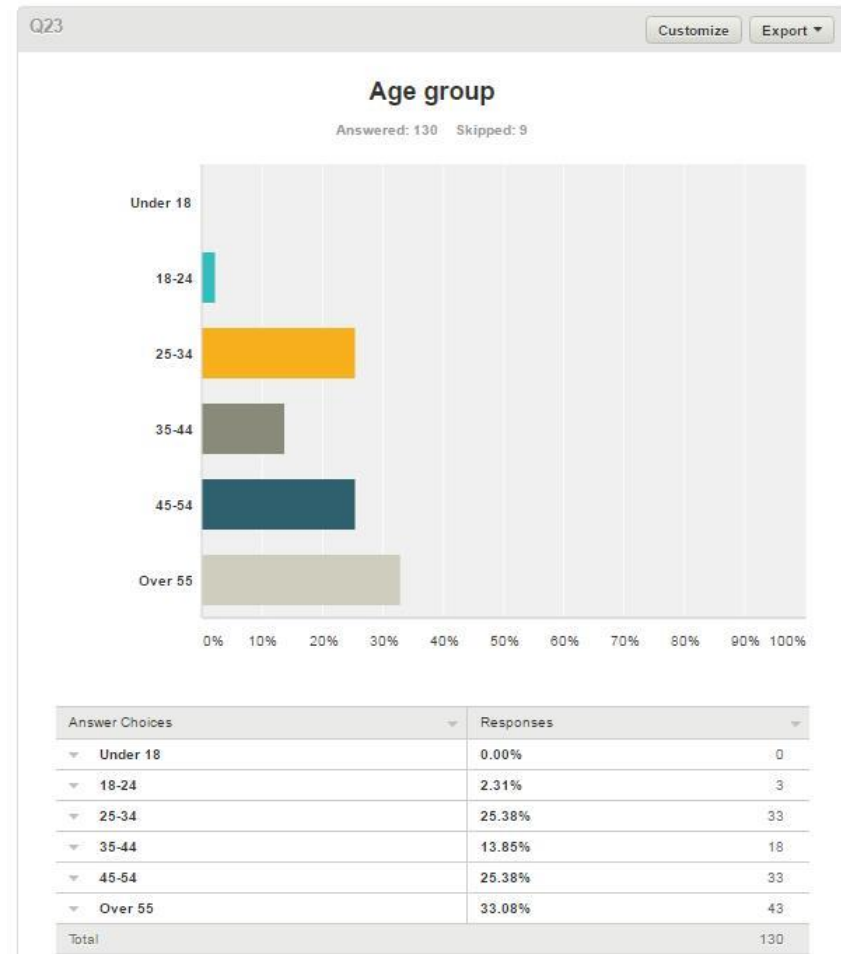
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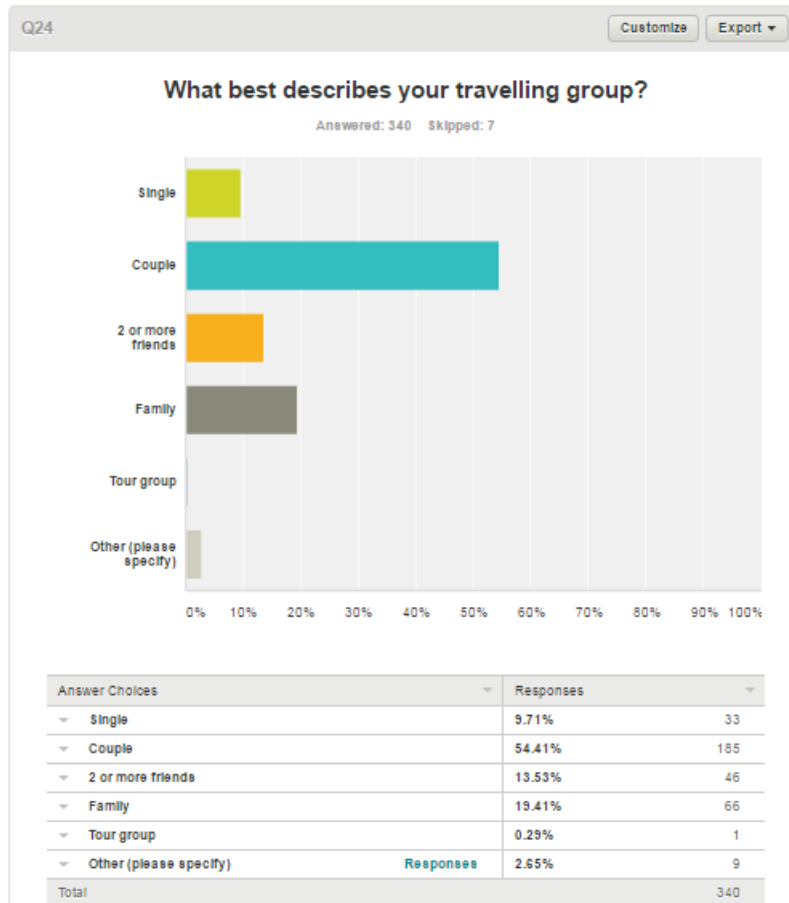
October 2016



March 2016



October 2016



March 2016



October 2016 Feedback

What else could the Exmouth Visitor Centre provide to help enhance your visitor experience?

A bigger venue and more staff were the two stand out comments

- WE were told you could only do manta ray tours in Coral Bay and we organised our time around this only to later find we could have done it from close to where we were staying in Exmouth so I guess that's just about making sure staff are properly informed
- The VIC was packed, so well done to the staff for such friendly service
- More staff, it was very busy, we couldn't wait long enough to speak to a person. We grabbed some brochures and contacted places directly by phone or online.
- I found out after I booked the tour that I could have got a 10% discount if I had booked directly with the tour company. Given their service was far superior I felt completely ripped off.
- Christine was so very, very helpful
- Just keep doing the great work you are doing.
- Not a great deal, however some tour operators offer other or similar tours at lower prices, which cast a question mark as to the credibility of the Centres offering "the best" deal.
- A bigger building as it must get very cramped there at peak tourist time.
- I was very satisfied that they provided a friendly environment and good service. I felt welcome when I visited and made enquiries about tours
- Need to have personal experience of tours. e.g. Dive tours - we were offered alternatives in a folder rather than personal positive and negative observations
- The visitor centre informed us the Yardie creek tour was fully booked, but we called direct and there were spots available,
- Excellent customer service from very friendly staff.
- Perhaps ticket numbers - we lined up for 40 minutes to speak to someone and people often jumped the line for a "quick question"
- That was probably the best part about the whole town to be honest. :)
- More staff
- As a working mum, I only have spare time on the weekend. If the Exmouth visitor centre could take a booking over the weekend, that will make a lot of different. I almost could not get an accommodation for family, due to booking online over the weekend and later I found it is not available - so my 5 nights stay have to slip into 2 slots and the shifting did cause some irritation. However, staff at Ningaloo reef resort has done a good job to smooth it out. Big thanks to them. Lan
- Merchandise layout cramped the ability and comfort of being seen and attended to in an orderly manner, and impeded people to getting to and waiting at counter. The staff number is small for the service offered and it takes time. Perhaps phones direct to most used providers so we can call ourselves to book. Especially when the selection is made. This enables staff to move to next person faster.
- bigger venue with room between displays and counter. whilst serving a customer phones should be answered by other (staffing problem)
- The internet connection was very slow. It took a long time to book our accommodation. We were also told that we can only book it on our own with the ipads provided, so I couldn't understand when the same lady helped another couple booking their camp site with her computer.

- Get providers with integrity and counsel them to stop gouging
- Nothing - it's the best Visitor Information Centre I've encountered in Australia so far
- We liked the array of souvenirs
- As so many people depend on the wi-fi access that the information centre offers, perhaps the tables & chairs could be better placed so visitors can have easier access to the brochures. It can get quite crowded. The staff are all very friendly, knowledgeable, helpful and happy to please the visitors. One of the best information centres we have been into on our travels around the coast from Sunshine Coast to Broome.
- more seating, longer time on the wifi
- The visitor centre stuffed up our booking with Ningaloo blue. When we arrived to get on the boat we were told our booking had been cancelled by the visitor center and our spots had been taken. Luckily exmouth dive centre took us and saved the day.
- There needs to be more staff on hand during the busy season. There's always a lot of people waiting to be served and the ladies in there can only deal with one person at a time, more staff less waiting time. The ladies in there are always friendly and informative and willing to help, but they are also always very busy.
- Everything was well done, with well informed, friendly staff and appropriate literature
- They provided all the info and brochures etc that I needed
- They were out of admission tickets to the Cape Range National Park and I had no cash to pay at the entry to the park so it caused some inconvenience trying to find an ATM to get cash.
- More Staff of the calibre of the lady 'Ann' who dealt so professionally with a tired old man - she is an exemplar to her industry.
- more showers, could be cold but should allow some privacy
- Very confusing system of booking caravan park cabin - clarity about invoices lacking entirely
- Accomadation run down Things in room not working
- We were very upset that we waited 5 days to go on a pre-booked cruise which was cancelled 10 minutes before we were due to leave & too late to book anything else.
- We were going to stay longer but had too much trouble booking Cape Range camp site. They need extra water tap for caravaners.
- We visited the Centre a number of time, all extremely busy. Assistance with my Whale Shark dive booking was EXCELLENT, however the Centre was clearly UNDERSTAFFED, resulting in long wait times.
- Overall the centre was marvellous I guess rating the various caravan parks would be helpful
- All information was provided
- Very busy during rainy school holidays, needs more space
- reduce the waiting time
- Allow less people at each whale shark swim, To see the whale sharks is a unique experience but was spoiled at all by the many people who behaved like on a rugby field to get as close as possible
- Layout of the centre makes it a bit chaotic during busy periods when trying to book tours.
- Nothing all our questions were answered satisfactorily & the staff were very helpful
- It's one of the best visitor centres I've been to :)
- friendlier service from the food outlets in general Coral bay was the worst Godfather restaurant was excellent Novotel the best
- queue lines or numbers 2) less information in files, more computers?

- Cheaper stubbie holders
- Better weather ??
- Relevant & appropriate information for retirees on very low budgets.
- Great service however the centre appeared under staffed.
- Better advice on Caravan Parks at Coral Bay
- Keep up the good work
- Bookings for excursions should be taken in a different area from an info counter.
- I was there during school holidays and it was extremely busy, resulting in a very very long wait for assistance. The staff were excellent and very lovely and helpful however during those busy periods there needs to be more staff.
- More staff. Less waiting time
- Very happy with information
- I enjoyed Exmouth and the visitor centre was fine but what the Caravan Parks at Coral Bay expected me to pay for an unpowered site put me off WA for life, I refused to be extorted and went on to Exmouth where I spent my money doing my Whaleshark dive and other activities, this money would have been spent in Coral Bay if the Caravan Park fees had been reasonable but unfortunately for the dive operators at Coral Bay the extortionate rates of the Park owners are costing you customers
- Maybe more staff during busy times
- The person with whom I spoke to book my whale shark tour was unwilling to state which services were the best. I understand that biased advice may be detrimental to some services, but it left me feeling unsure of whether I had made the right decision.
- Have T-shirts in my size Med. Not tell me they will get more next season.
- Have more knowledge of accomodation otherwise very good
- very well covered, staff are very friendly and knowledgeable
- Happy with the service we got
- If a waiting-line (similar to those in banks) could be implemented, rather than choosing the 'wrong' person to queue behind. An area for charging up communication devices- I could've done my own bookings/enquiries, but the inverter failed, so I had no charge on my phone or iPad, till I could locate a new one.
- More Staff would help, we waited a little while for service which is hard to juggle if you have one person that had a lot of questions
- A better choice of whale shark photos for framing.
- They are very busy probably need bigger centre to accommodate tourist
- If weather iffy, remind folk to take sea sick tablets, my whole whaleshark experience ruined as I was sick. I took ginger tabs but they didn't work.
- It was busy and people were having long conversations with the staff so we had to wait a long time just to buy a postcard. Maybe have separate sections for purchases and for getting advice and bookings.
- More details and photos of accommodation places.
- A larger venue
- Pay a visit to most of the sight seeing experiences to get more information about services provided by these companies for the differently abled tourists as they knew nothing and we learnt by going direct to the companies.
- Be bigger too many people crowded in a small area. Lines were long waiting to get served

- A list of coffee shops as we had trouble locating them.
- More souvenir shirts with the whale sharks/coral
- Underwater phone cases
- more staff at busy times. Spend a lot of time waiting to book.

March 2016 Critical Feedback

What else could the Exmouth Visitor Centre provide to help enhance your visitor experience?

- Emails prior to our visit were unhelpful regarding tours
- Provide online daily reports of Whale Shark etc activity at the July end of the season.
- A bit of enthusiasm and manners
- Provide a better customer service. The teller was not friendly and very straight to the point. Looks like she was tired to talk to tourists the whole day
- Apparently 3 Islands offers a refund under certain circumstances, but the Visitor Centre refund policy is not as good. Also, the Visitor Centre never got back to me about whether 3 Islands would pick up from the campground accommodation; I had to go direct to 3 Islands to get that information. Therefore, next time I will book direct and not use the Visitor Centre.
- Didn't let us know about closure of navy pier until we actually arrived, bit more notice would've been great.
- Quicker response to online enquiries
- Speed up the process. We were in the visitor centre for much, much longer than expected. We only booked two tours and we must have been there for over an hour.
- The only thing was that there were not snorkelling equipment left for the 3 of us but we did get them in town a little cheaper anyway
- Over the Phone I had fabulous service, but when I attended in person I found the help was not as good when I was asking about walks in the Cape Range National Park
- Happy with their services as except waited quite a long time to get helped.
- Booking of the Shuttle Bus to/from Airport to Coral Bay should be done with the Visitor Centre instead of very difficult phone calls.
- Get Bigger Stuffed Whale Shark Toys! :)
- Was very busy when we were there so possibly more staff. I have a 4WD so a few maps on self drive 4WD tracks. But other than that couldn't fault staff
- Whale shark swims are way too expensive and the guide operators are too bossy.
- I found the website to be a little slow and difficult to navigate at times. But aside from that communication, services and amenities were ample, clean and satisfying.
- More shopping items in centre.
- More information for independent travellers, sale of bird and wildlife books and gifts.
- Cave knowledge.

- Please provide some shade in the car park of the visitor centre.
- Live sites for availability of rooms at the accommodation options. They were saying they were available only to receive emails from visitor centre saying the rooms were not free. Very frustrating when planning a trip.
- We would visit Ningaloo more often, if plane prices were more reasonable. It is a long drive so we can only come once or twice a year.
- Have all the dead wallabies removed that lie on the ground along the Ningaloo road (hundreds, we guessed)
- More welcoming and friendly atmosphere at the Centre - very efficient but not very welcoming
- It seems a self-fulfilling prophecy that if things shut in the summer months then there won't be enough visitors to keep things open.
- Ability to drop off equipment outside of opening hours. Opening hours were restrictive and opening was late. Long wait time in queue
- More flipper sizes for rental. Out of 2 sizes when we visited.
- Wind/waves forecast to help fishermen
- Online passes to national parks in conjunction with park authority, save people having to queue for passes. Provide swim safe zone maps, we asked locals but having the info on a map would be great. Talk to accommodation providers about reducing prices.



Social Media

Trip Advisor
 EVC Trip Advisor rating has increased from 4 stars to 4.5 stars, please note the EVC's ranking has changed from #8 of 36 things to do in Exmouth to **#6 of 36 things to do in Exmouth**. 103 new reviews received since the last KPI report (up from only 33 last reporting period), including **62 'Excellent'**, 24 'Very Good' and 10 'Average' reviews, there were 2 Poor and 1 Terrible, there was an anomaly in the previous report, Terrible had reduced by 1.

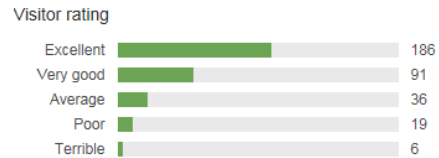
The implementation of the Change Management program which included a "Minimum Service Standards" module has led to the positive customer service outcomes.

October 2016

Exmouth Visitor Centre [Add Business Hours](#)
 ●●●●● 353 Reviews | #6 of 41 things to do in Exmouth | Certificate of Excellence

TripAdvisor Reviewer Highlights

[Read all 353 reviews](#)



"Good service"
 We used this place a number of times while staying at Cape Range National Park. Love the half an hour free WiFi per person per day and the \$5 shower was very welcome. Friendly... [read more](#)

●●●●● Reviewed yesterday
 William B via mobile

"Amazing service from brilliant staff!"

●●●●● Reviewed 22 September 2016

We turned up on a massively busy school holiday week without realising it.. oops.

The staff were amazing at helping us find somewhere to stay and also to help book our activities for when we wanted to do them.

They were all so composed, friendly, calm and helpful while dealing with a centre full of customers looking for help in one way or another as well as answering the phones.

Go here if you get to Exmouth and aren't sure what to do or when to do it.

Made a possible disaster into a breeze. Thanks guys.

"Organising our tours"

●●●●● Reviewed 3 weeks ago

The staff at the visitor centre were friendly knowledgable and quite humorous .

They talked about the tours we wanted to do and suggested a few more and booked everything for us.

The centre was up to date on brochures and books of the area and outside the area as well

With chairs & tables to sit & read

All in all a must stop information centre to see

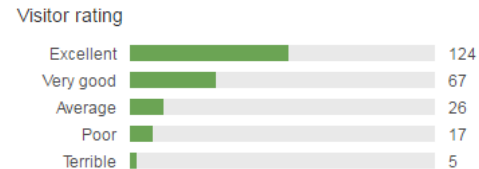
Visited October 2016

April 2016

Exmouth Visitor Centre
 ●●●●● 250 Reviews | #8 of 36 things to do in Exmouth | Certificate of Excellence

TripAdvisor Reviewer Highlights

[Read all 250 reviews](#)



"Very good free guide to the area"
 Stopped off as we arrived in Exmouth. Very helpful staff, who provided some very good literature, highlighting several well marked trails around canyons, and a guide to the best... [read more](#)

●●●●● Reviewed 3 weeks ago
 Zniall, Chester, United Kingdom

"Very Informative"

●●●●● Reviewed 28 September 2016

By coming into this little shop of treasures, I ended up with one of my most favourite necklaces of a whale shark and a ring as well - we booked ourselves on a tour of Yardies Creek which we were able to relax and enjoy the wildlife and the environment as we sat back on the boat. Everyone should go to Ningaloo Exmouth

Visited May 2016

facebook

Likes have increased from 3,386 to 4,091 followers, up 705 since the last report. User activity (post comments, post likes, personal messages to EVC, and posts to page continuing to increase. EVC Facebook star rating has dropped slightly from 5 stars to 4.9 stars.

Of note, the 2 minute 'Visit Ningaloo' promotional video produced for the GWN7 Top Tourism Town Awards received 45,000 views, 724 shares, 507 likes and 109 comments. As a comparison Geraldton's video received 28,000 views, 740 shares, 292 likes and 37 comments.

Visitor Centres Western Australia
August 19 · 🌐

Exmouth, the winners of the GWN7 Top Tourism Town Awards for Population Under 5,000, submitted this great video as part of their award submission.



45K Views

Like Comment Share

You, Colby Bignell, Jackie Tappin-Brooks and 503 others · Top Comments ·

724 shares

Write a comment...

Branka King Exmouth Home is where the heart is. ❤️
Unlike · Reply · 2 · August 20 at 12:53pm
↳ 1 Reply

Rogé Kampe Tracy McQue
Like · Reply · August 19 at 11:41pm
↳ 1 Reply

Katrina Reed What an extraordinary video! That footage was exquisite 😍
No wonder Exmouth won!
Massive congrats to the town and especially all those involved in that beautifully put together video xxx
Like · Reply · 1 · August 20 at 4:13am


Peter Cairns makes me wonder why Exmouth went to attract people. They didn't want our money when we visited. After being rejected by all the caravan parks we went to the Council for advice. The miserable witch at the counter (Sue) told us to drive back out on the road we came in on. So we did.
Like · Reply · August 21 at 7:34pm · Edited
↳ 4 Replies

Leiza Bamdon An amazing place to live and visit!
Congrats to the group who worked to put this together - stunning and im sure everyone viewing appreciates the beauty of a very place

Visit Ningaloo - Exmouth Visitor Centre shared BLUE Media Exmouth's video.
Published by Ben Knagge 1/1 · August 21 · 🌐

Humpback sing!
Incredible footage from BLUE Media Exmouth from yesterday's tour with Ningaloo Blue Dive - Whale Shark Specialists. Turn on your sound for a small sample of yet another unforgettable Ningaloo humpback whale interaction.

#VisitNingaloo #NingalooReef #ExmouthWA #Humpbacks #Whales #WhaleSong #Swim #Sing #Snorkel #JustAnotherDayInWA #AustraliasCoralCoast #SeeAustralia Australias Coral Coast Western Australia Australia.com



12,076 Views

BLUE Media Exmouth
August 21 · 🌐

What a phenomenal day swimming with Humpbacks on the Ningaloo. Turn the sound on 🎧 These guys circled our Ningaloo Blue boat Venture IV for 45 mins! Unforgetab...

See More

2,681 people reached

Boo! Post

Like Comment Share

Rogé Kampe, Kristy Bryan-Smith and 55 others · Top Comments ·

Write a comment...

Leanda Badham
THANKS WITH LOVE
Unlike · Reply · Message · 1 · August 21 at 1:25pm

Australia's Coral Coast Big congrats V for getting this on film!
Like · Reply · Message · 1 · September 2 at 4:33pm

Visit Ningaloo - Exmouth Visitor Centre
Published by Ben Knagge 1/1 · August 23 · 🌐

Check out our video showing all the extraordinary visitor experiences of Exmouth, Coral Bay and the Ningaloo! A huge thanks to Migration Media- Underwater imaging for their excellent work in putting this video together, and thanks also to Peak Sportfishing, BLUE Media Exmouth and GWN7 News for providing additional footage.

#VisitNingaloo #Exmouth #CoralBay #NingalooReef #Coral #WhaleSharks #Humpbacks #Whales #MantaRays #Turtles #Swim #Snorkel #Dive #Fishing #Beaches #Emus #Kangaroos #Wildlife #Outback #AustraliasCoralCoast #JustAnotherDayInWA #SeeAustralia Australias Coral Coast Western Australia Australia.com



39,394 people reached

View Results

9,710 Views

Like Comment Share

Shella Sims, Reginald Mary and 162 others · Top Comments ·

145 shares

Write a comment...

Ms Hydal Jung One of my favorite places on earth - miss it! 😭
Unlike · Reply · Message · 1 · August 20 at 3:17am

Lorna Thomas I had two sharks swim underneath me whilst I snorkelled on the outer reef. It was my first snorkel and I allowed half the ocean in shock. I went back to my tour boat immediately and reported to the guys in charge what I had just seen. They didn't bat... See More
Like · Reply · Message · 1 · August 23 at 4:25pm

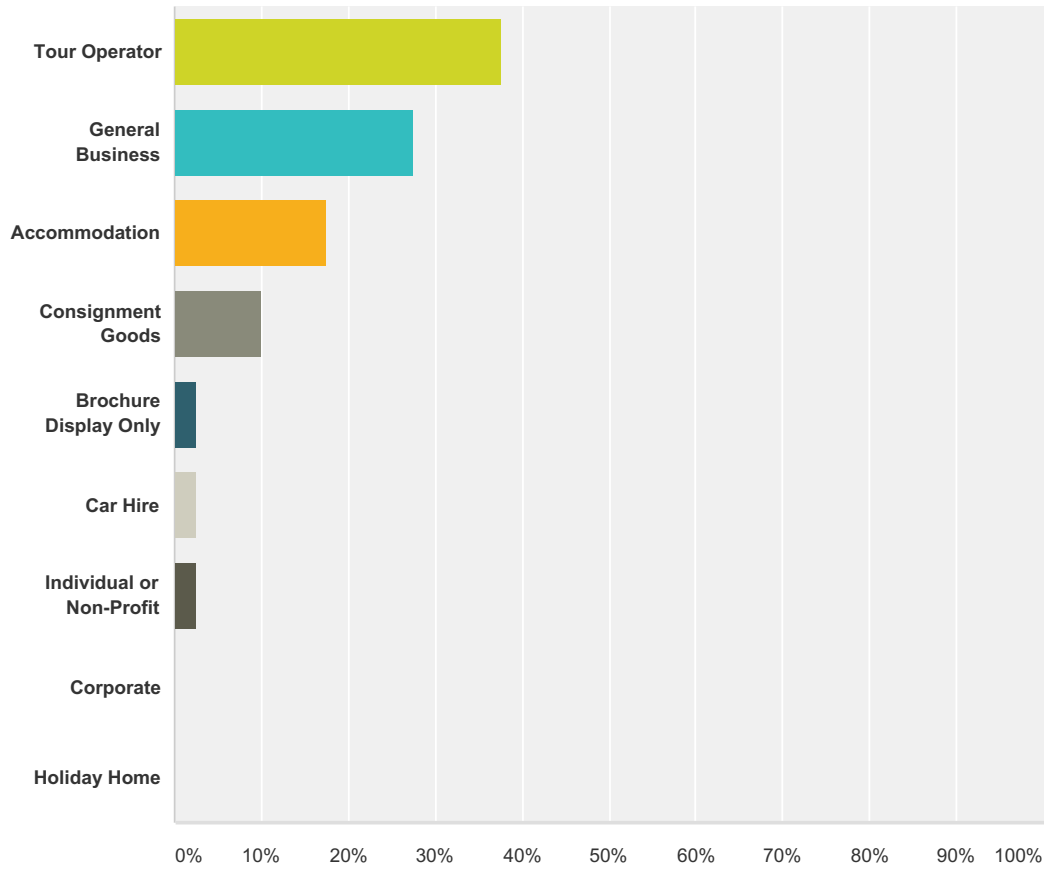
Instagram

Since the last report the number of followers has increased from 698 to 1,317 followers, this represents an increase of 619 or 88% growth. A new PC software program has been purchased to manage this platform on our PC's from our workstations.



Q1 This is an anonymous survey. However, please indicate which type of Exmouth Visitor Centre membership you currently hold

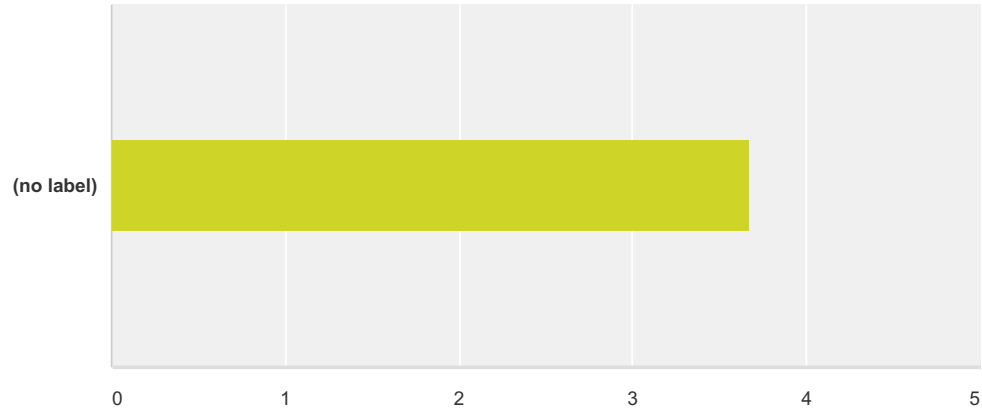
Answered: 40 Skipped: 1



Answer Choices	Responses
Tour Operator	37.50% 15
General Business	27.50% 11
Accommodation	17.50% 7
Consignment Goods	10.00% 4
Brochure Display Only	2.50% 1
Car Hire	2.50% 1
Individual or Non-Profit	2.50% 1
Corporate	0.00% 0
Holiday Home	0.00% 0
Total	40

Q2 How satisfied are you with the Exmouth Visitor Centre's communication and engagement with your business?

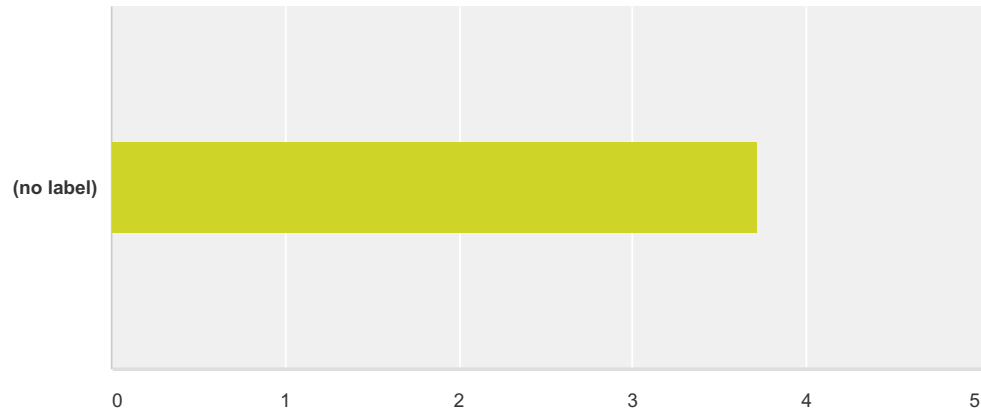
Answered: 39 Skipped: 2



	Very Dissatisfied	Dissatisfied	Neither Satisfied Nor Dissatisfied	Satisfied	Very Satisfied	Total	Weighted Average
(no label)	0.00% 0	12.82% 5	20.51% 8	53.85% 21	12.82% 5	39	3.67

Q3 If you have participated in the Exmouth Visitor Centre’s member product familiarisation program, have you found it of benefit to your business?

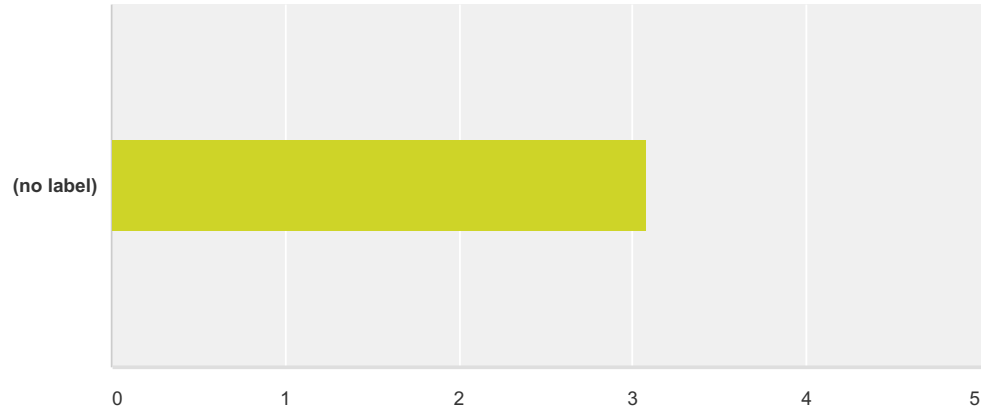
Answered: 38 Skipped: 3



	No Benefit	Little Benefit	Undecided	Some Benefit	Great Benefit	Have not yet Participated in the Famil Program	Total	Weighted Average
(no label)	0.00% 0	5.26% 2	5.26% 2	34.21% 13	2.63% 1	52.63% 20	38	3.72

Q4 Do you feel the Exmouth Visitor Centre contributes to the number of direct bookings your business receives?

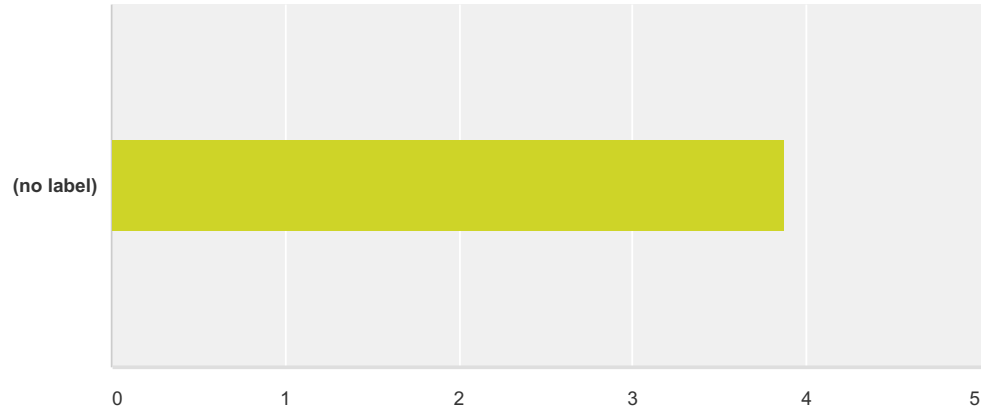
Answered: 38 Skipped: 3



	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Total	Weighted Average
(no label)	5.26% 2	26.32% 10	28.95% 11	34.21% 13	5.26% 2	38	3.08

Q5 How satisfied are you with the Exmouth Visitor Centre's destination marketing activities for the Ningaloo region?

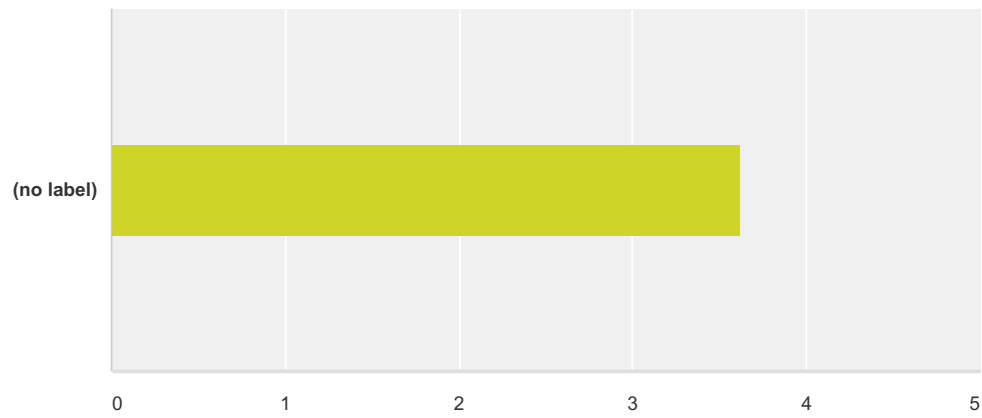
Answered: 38 Skipped: 3



	Very Dissatisfied	Dissatisfied	Neither Satisfied Nor Dissatisfied	Satisfied	Very Satisfied	Total	Weighted Average
(no label)	0.00% 0	5.26% 2	18.42% 7	60.53% 23	15.79% 6	38	3.87

Q6 How satisfied are you with the Exmouth Visitor Centre's online presence?

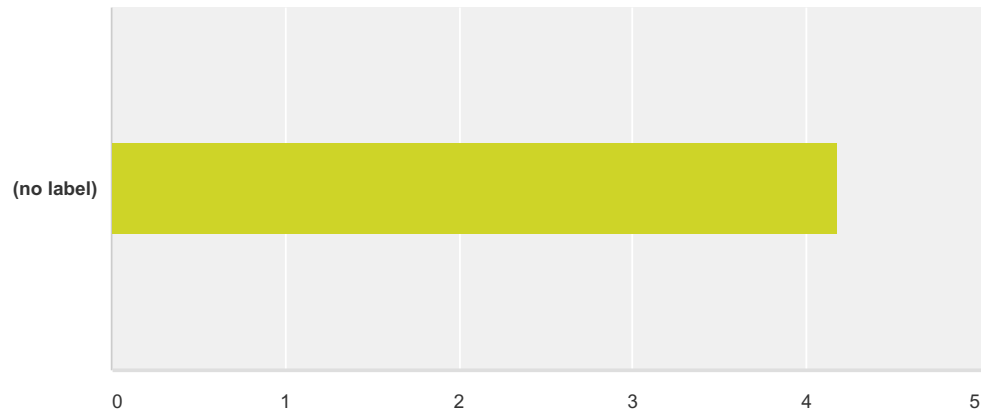
Answered: 37 Skipped: 4



	Very Dissatisfied	Dissatisfied	Neither Satisfied Nor Dissatisfied	Satisfied	Very Satisfied	Total	Weighted Average
(no label)	2.70% 1	5.41% 2	21.62% 8	67.57% 25	2.70% 1	37	3.62

Q7 How would you rate the Exmouth Visitor Centre's level of customer service to visitors?

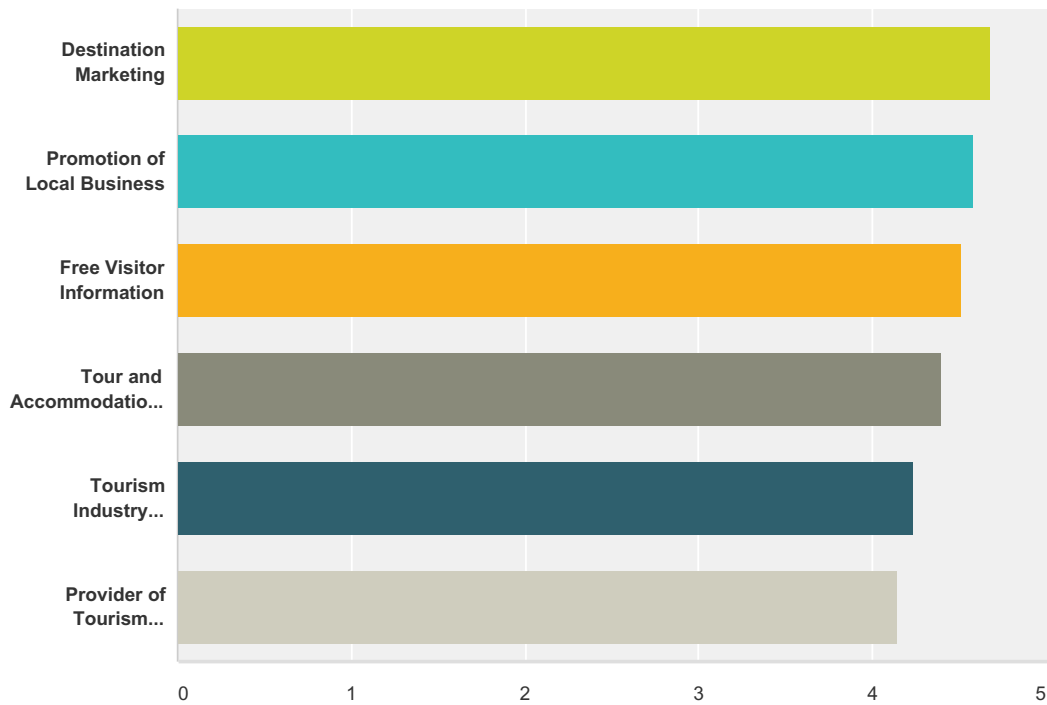
Answered: 38 Skipped: 3



	Very Poor	Poor	Average	Good	Excellent	Total	Weighted Average
(no label)	0.00% 0	2.63% 1	13.16% 5	47.37% 18	36.84% 14	38	4.18

Q8 What do you see as the most important functions of the Exmouth Visitor Centre?

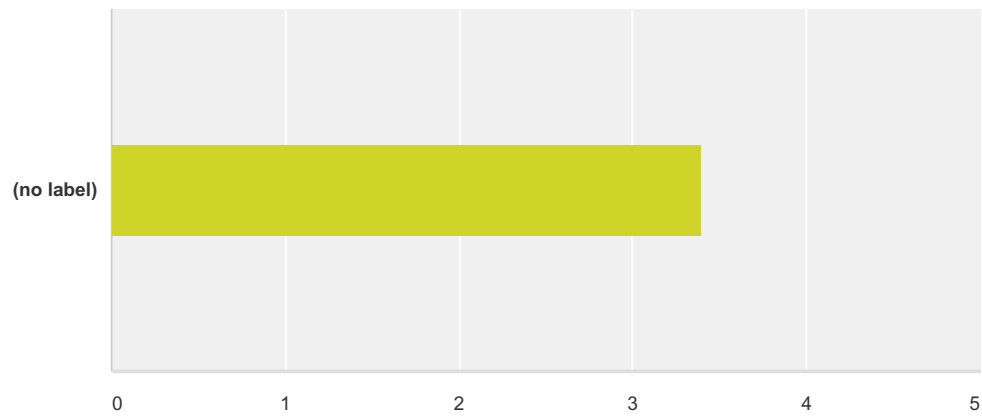
Answered: 38 Skipped: 3



	Not Important	Somewhat Important	Neither Important Nor Unimportant	Important	Very Important	Total	Weighted Average
Destination Marketing	0.00% 0	0.00% 0	2.70% 1	27.03% 10	70.27% 26	37	4.68
Promotion of Local Business	0.00% 0	2.63% 1	2.63% 1	28.95% 11	65.79% 25	38	4.58
Free Visitor Information	0.00% 0	8.11% 3	0.00% 0	24.32% 9	67.57% 25	37	4.51
Tour and Accommodation Booking Hub	0.00% 0	2.63% 1	7.89% 3	36.84% 14	52.63% 20	38	4.39
Tourism Industry Representative	0.00% 0	2.70% 1	8.11% 3	51.35% 19	37.84% 14	37	4.24
Provider of Tourism Industry Information to Local Members	0.00% 0	2.70% 1	13.51% 5	51.35% 19	32.43% 12	37	4.14

Q9 Compared to 12 months ago, do you believe the EVC's overall performance has

Answered: 38 Skipped: 3



	Gone Backwards	Gone Somewhat Backwards	Remained the Same	Improved	Greatly Improved	Total	Weighted Average
(no label)	2.63% 1	5.26% 2	47.37% 18	39.47% 15	5.26% 2	38	3.39

Q10

Export ▾

Do you have any other feedback or suggestions you would like to give us to help us become the best Visitor Centre in WA for both our members and our customers?

Answered: 10 Skipped: 31

● Responses (10)

🔍 Text Analysis

📁 My Categories

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Showing 10 responses

I am a very new member and have not yet properly set up my account - I feel this survey doesn't apply to me at this time, contact me in 6 months and I will have more accurate feedback to provide.

10/13/2016 11:50 AM [View respondent's answers](#)

Will not book unless a tour is already confirmed. This is utterly stupid - how can a tour be confirmed without bookings>

9/23/2016 6:13 AM [View respondent's answers](#)

Online digital campaigns. Stop spending money on TV and focus on a different audience.

9/22/2016 8:04 PM [View respondent's answers](#)

To give accurate information to tourists about Coral Bay because a lot of customers that talk to you seems to get the impression that Coral Bay is just a beach destination with no accommodations. As a tour company we would like you to keep honoring our terms and condition of bookings. Thank you!

9/17/2016 9:16 AM [View respondent's answers](#)

Promote sale of local products.

9/16/2016 8:35 PM [View respondent's answers](#)

I think once you get the new premises it will make a huge difference. Currently the centre looks a little 'hokey' and cheap, but the new center will make all the difference in raising its profile.

9/14/2016 9:01 AM [View respondent's answers](#)

It would be beneficial to have feed back on the items on sale in the shop from the officer in charge.

9/13/2016 8:02 PM [View respondent's answers](#)

The ability to call earlier than the 9:00am open time in the morning would sometimes be beneficial - could there be a designation phone number set aside for this ie. for booking queries etc?

9/13/2016 3:16 PM [View respondent's answers](#)

Keep up the good work. Your staff do a great job!

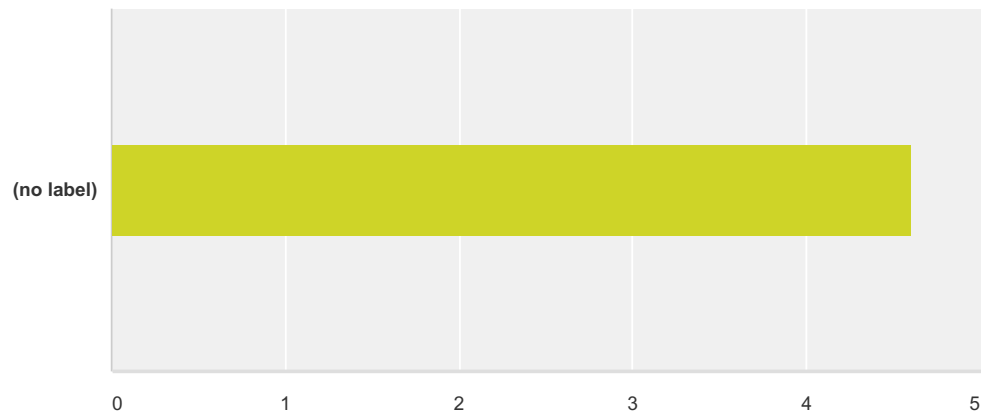
9/13/2016 2:45 PM [View respondent's answers](#)

Keep up the great work promoting our area Good luck with every thing else

9/13/2016 12:50 PM [View respondent's answers](#)

Q1 Do you feel you have clear goals and know what is expected of you in your job?

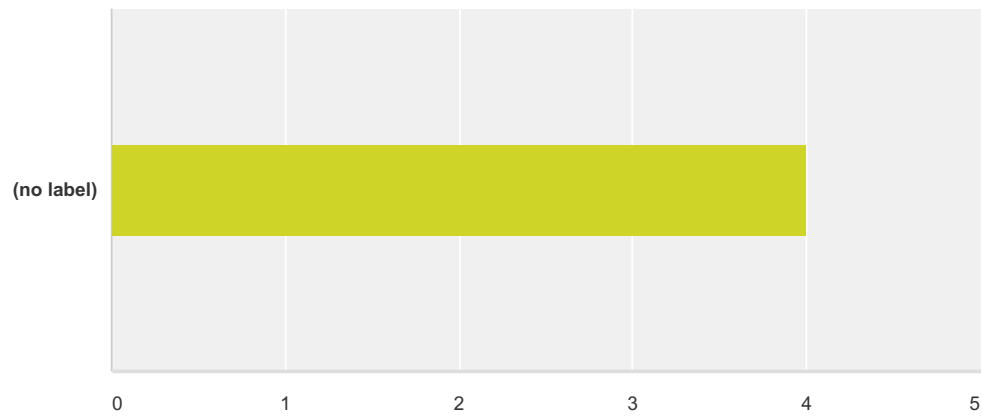
Answered: 5 Skipped: 0



	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	40.00% 2	60.00% 3	5	4.60

Q2 Do you feel you have the tools and resources to do your job well?

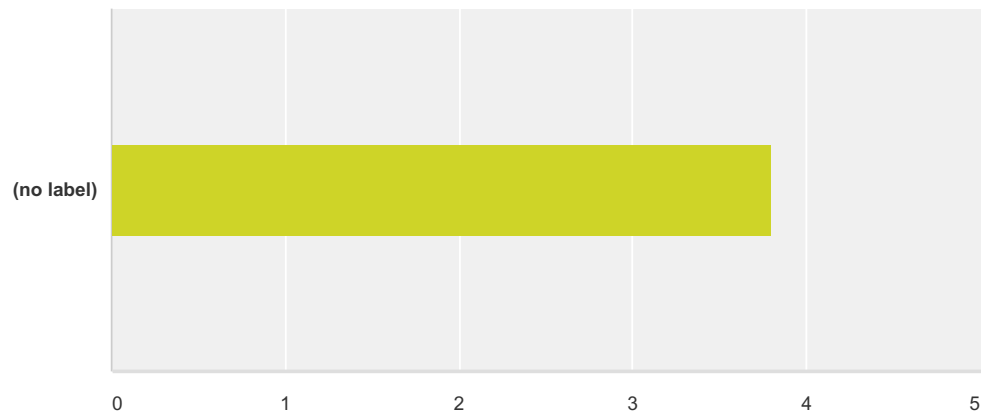
Answered: 5 Skipped: 0



	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	20.00% 1	60.00% 3	20.00% 1	5	4.00

Q3 Do you feel inspired to meet your goals at work?

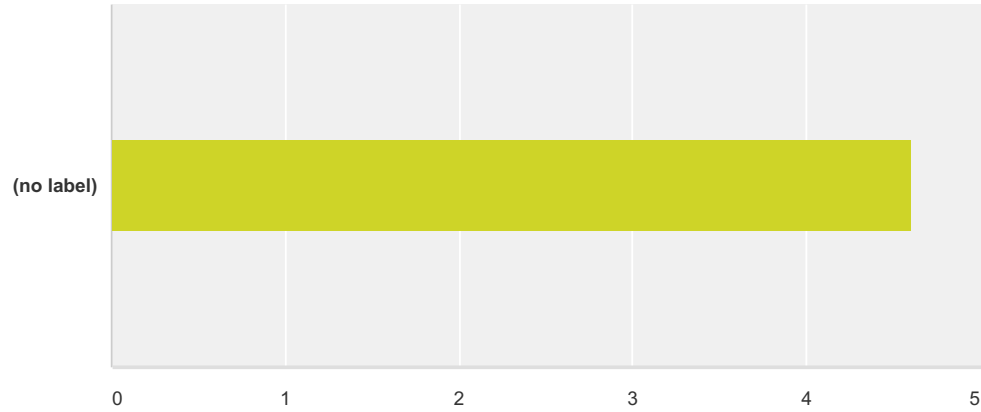
Answered: 5 Skipped: 0



	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	20.00% 1	80.00% 4	0.00% 0	5	3.80

Q4 Do you feel EVC management adequately recognises strong job performance?

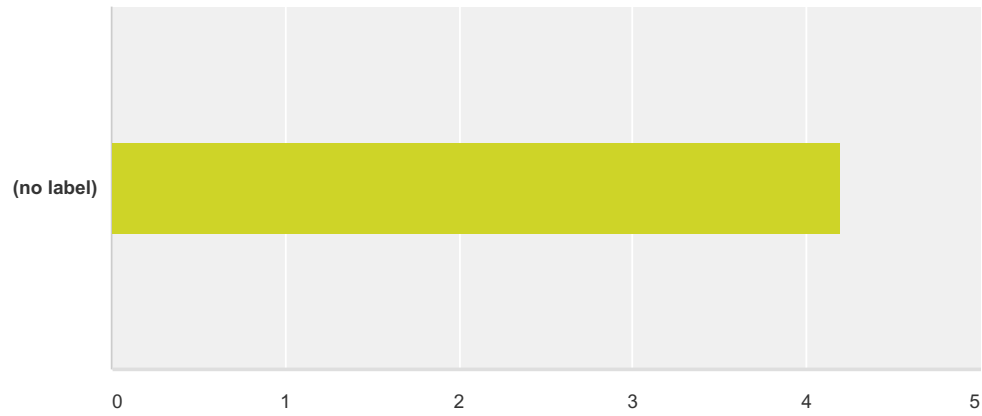
Answered: 5 Skipped: 0



	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	40.00% 2	60.00% 3	5	4.60

Q5 Do you clearly understand and feel a part of the EVC's mission and goals?

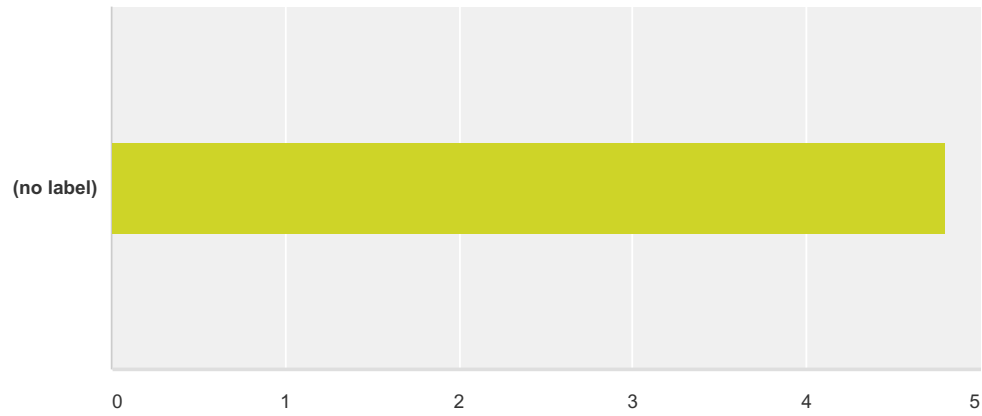
Answered: 5 Skipped: 0



	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	80.00% 4	20.00% 1	5	4.20

Q6 Have you found the EVC staff famil program to be of benefit to your work?

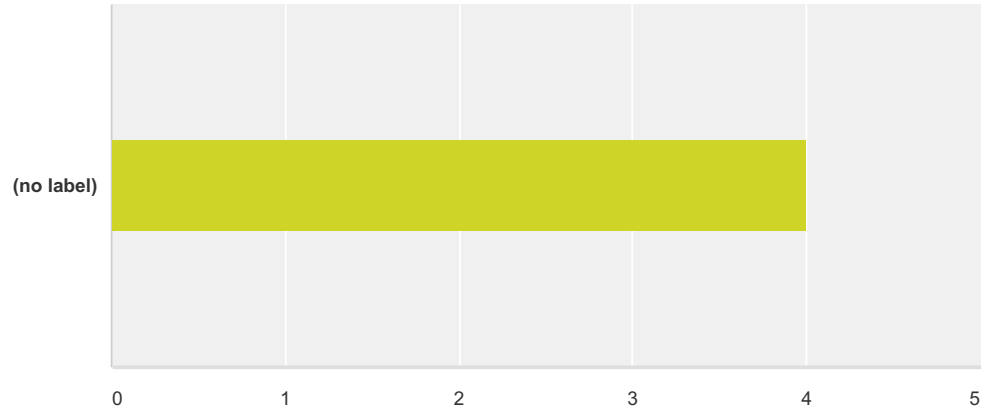
Answered: 5 Skipped: 0



	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	20.00% 1	80.00% 4	5	4.80

Q7 Do you feel the EVC offers you the opportunity to advance and improve your professional skills?

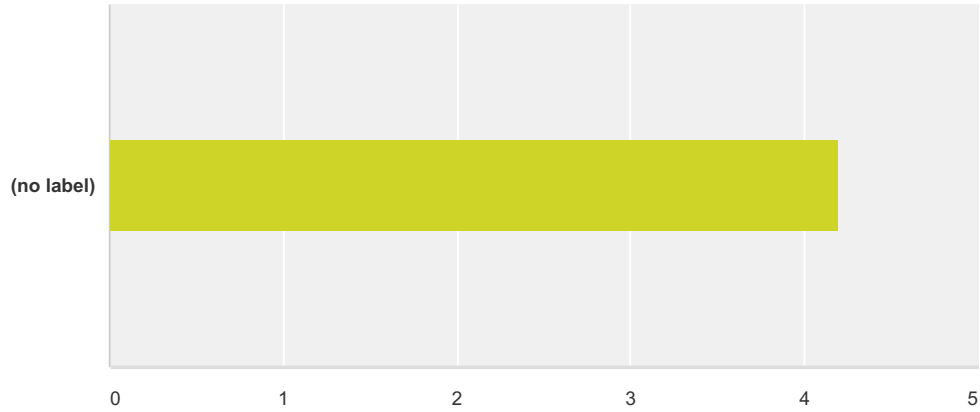
Answered: 5 Skipped: 0



	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	20.00% 1	60.00% 3	20.00% 1	5	4.00

Q8 Do you feel the communication between management and front of house staff is open and effective?

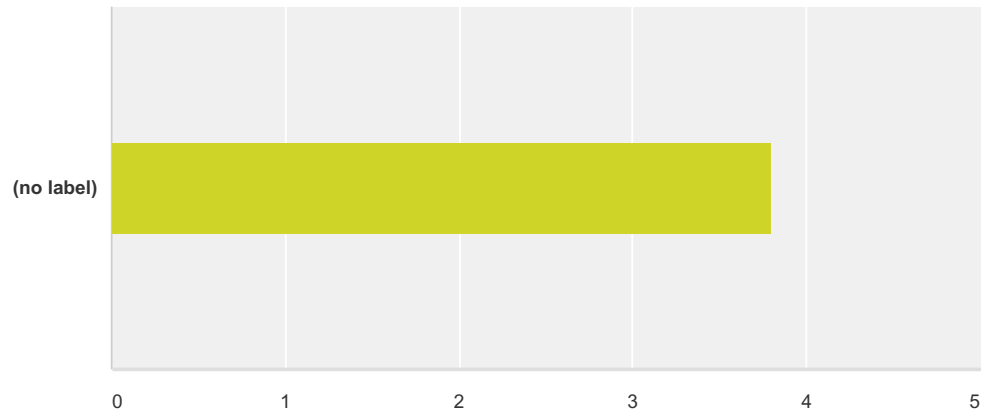
Answered: 5 Skipped: 0



	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	80.00% 4	20.00% 1	5	4.20

Q9 Do you feel your management feedback is listened to and acted upon?

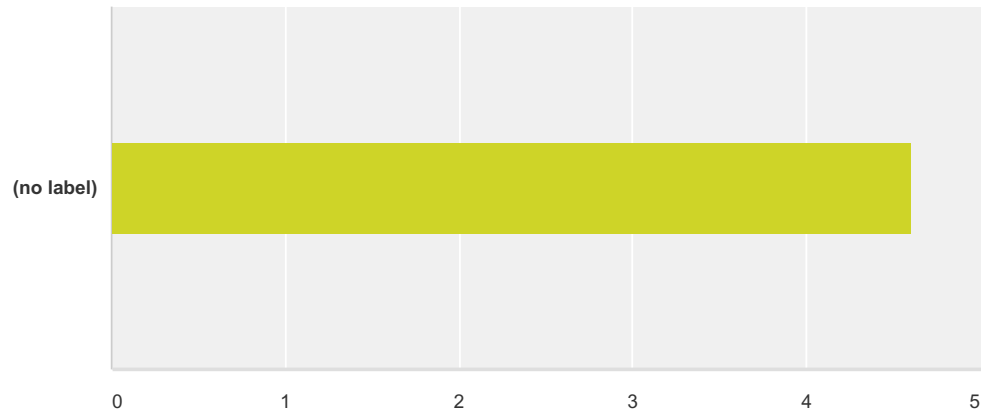
Answered: 5 Skipped: 0



	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	20.00% 1	80.00% 4	0.00% 0	5	3.80

Q10 How would you rate our level of customer service to visitors?

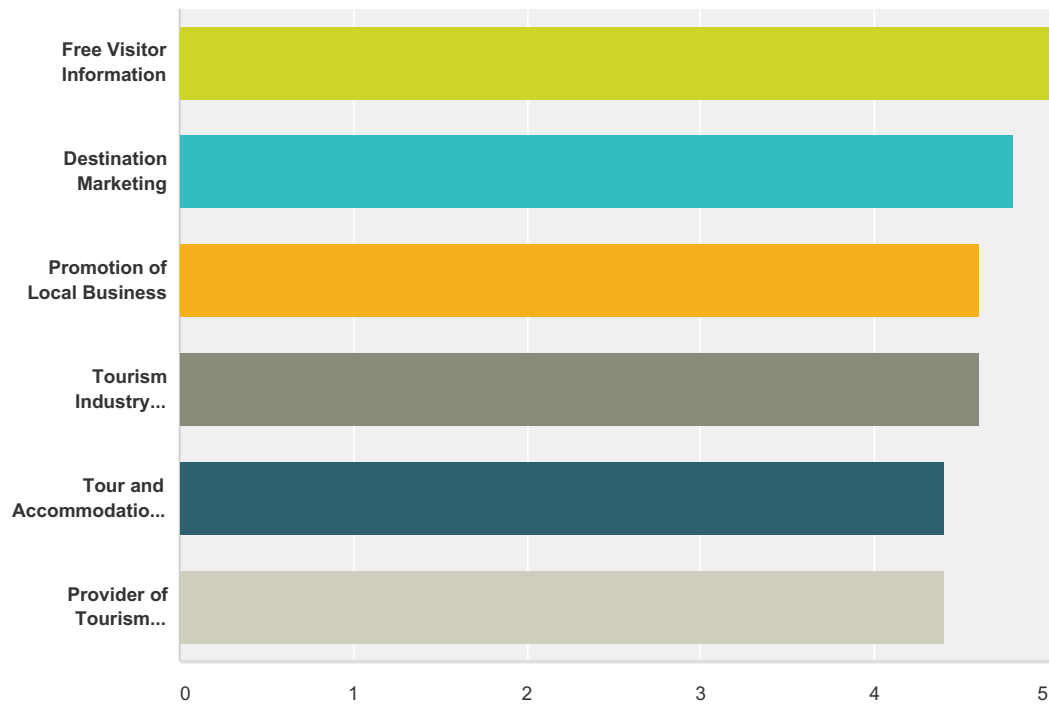
Answered: 5 Skipped: 0



	Very Poor	Poor	Average	Good	Excellent	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	40.00% 2	60.00% 3	5	4.60

Q11 What do you see as the most important functions of the Exmouth Visitor Centre?

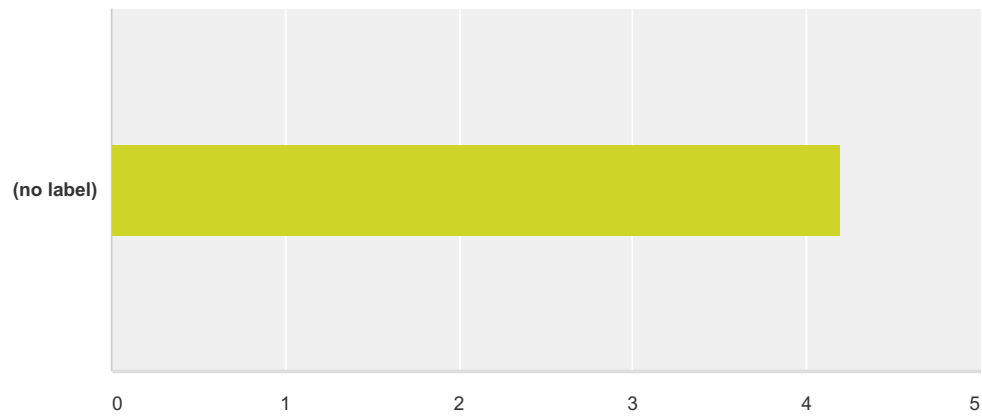
Answered: 5 Skipped: 0



	Not Important	Somewhat Important	Niether Important Nor Unimportant	Important	Very Important	Total	Weighted Average
Free Visitor Information	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 5	5	5.00
Destination Marketing	0.00% 0	0.00% 0	0.00% 0	20.00% 1	80.00% 4	5	4.80
Promotion of Local Business	0.00% 0	0.00% 0	0.00% 0	40.00% 2	60.00% 3	5	4.60
Tourism Industry Representative	0.00% 0	0.00% 0	20.00% 1	0.00% 0	80.00% 4	5	4.60
Tour and Accommodation Booking Hub	0.00% 0	0.00% 0	0.00% 0	60.00% 3	40.00% 2	5	4.40
Provider of Tourism Industry Information to Local Members	0.00% 0	0.00% 0	0.00% 0	60.00% 3	40.00% 2	5	4.40

Q12 Compared to 6 months ago, do you believe the EVC's overall performance has -

Answered: 5 Skipped: 0



	Gone Backwards	Gone Somewhat Backwards	Remained the Same	Improved	Greatly Improved	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	80.00% 4	20.00% 1	5	4.20

Keeping in mind the Exmouth Visitor Centre's mission is to become the best Visitor Centre in WA for our members, customers and staff, can you nominate one thing you think we could improve about the Exmouth Visitor Centre and one thing you think we do very well?

Answered: 5 Skipped: 0

● Responses (5) ● Text Analysis ● My Categories

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Showing 5 responses

communication with members outside of tour availability
9/16/2016 12:11 PM [View respondent's answers](#)

One thing we do well is Customer Service.
9/15/2016 12:45 PM [View respondent's answers](#)

Customer Service is one thing that is constantly at a high standard for all staff, the best it has been in a long while. One thing to improve on is getting the Members, particularly accommodation operators to become a live booking service.
9/15/2016 8:58 AM [View respondent's answers](#)

Improvement needed: Staff roster - regular/consistent rosters and even share of weekend work. The handover/recording system on bookings works very well and makes it very easy to pick up/understand bookings made by other staff.
9/14/2016 11:25 AM [View respondent's answers](#)

updating the way we do things eg. moving to more electronic devices, soft copy etc. I think the our customer services team is great at what they do and is obvious in all the dfeedback we receive.
9/14/2016 10:42 AM [View respondent's answers](#)

Shire overflow report 2016

YEAR	TOTAL INCOME	TOTAL BOOKINGS
2015	\$7696.00	117
2016	\$8242.50	150

The overflow was very well communicated and prepped in time for the busy July school holidays. We were lucky enough to have some very helpful hosts who worked exceptionally well with the Exmouth Visitor Centre, ensuring the operation of the overflow ran as smooth as possible.

No written complaints received.

Customer Feedback we received verbally:

- No power available.
- One set of ablution facilities including solar shower meaning warm water could not be promised.
- Only being able to stay in the overflow for 1 night was a huge inconvenience to many patrons having to set up camp and pack back up first thing in the morning.
- Pricing, resulting in customers viewing Exmouth shire as unwelcoming to visitors.
- Flooding on big sites due to rain.
- Customers not having an option to stay in the over flow and having to drive out to Yardie Homestead (the only camp site with availability) when they had appointments in town early the next morning.

Exmouth Visitor Centre Feed Back:

- Clear instructions to be given if any extra sites will be available once the over flow is full and where the designated sites will be, should the situation occur.
- Shire of Exmouth to be available for the hosts to contact.



VISITOR STATISTICS - 2015/16 FINANCIAL YEAR

EVC Visitor numbers

EVC's door stats were up significantly and in line with the intrastate growth figure for the state. Although we are unable to track calls and email volumes indications were these communication channels had also increased in volume.

Visitor Statistics

- * Average Visitor Number per Day – **346** (up 53 visitors per day)
- * **125,655 Visitors** through the door in 2015/16 FY (up 18,604 – 17.4%)
- * Visitation up 17.4% on prior year (7% growth prior year – up 10.4%)
- * FY 2016/17 - Q1 visitation is up 3,852 visitors - 8% growth

EVC DOOR STATISTICS 2015/16 FINANCIAL YEAR						
	2011/12	2012/13	2013/14	2014/15	2015/16	Variance to prior year
JUL	16175	17548	14573	17192	20275	3083
AUG	15147	14960	11873	12919.5	15314	2395
SEP	10901	11537	10077	10057	12296	2239
OCT	9474	10371	9065	9316	9649	333
NOV	5863	5291	4707	4719	5843	1124
DEC	5029	5122	4646	4642	5828	1186
JAN	4874	4546	3848	4043	4770	727
FEB	3073	3448	3009	3060	4016	956
MAR	5124	5488	4677	4743	6954	2211
APR	11565	10322	12302	11544	12230	686
MAY	12130	12575	10480	11233	13417	2184
JUN	12624	12866	10841	13583	15063	1480
	111,979	114,074	100,098	107,051	125,655	18,604
Average per day	307	313	274	293	346	UP 17.4%