

**REPORT OF THE BALRANALD SHIRE COUNCIL TOURISM COMMITTEE
MEETING HELD AT THE BALRANALD SHIRE COUNCIL CHAMBERS ON
TUESDAY 3rd MAY 2016 COMMENCING AT 5.00PM**

1. **PRESENT:**, Elizabeth White (Director Corporate & Community Development), Connie Mallet (Tourism Coordinator), Peter Lawler (Acting Chairman), Cr Steve O'Halloran, Wayne Whitby, Ken Spinks, Ian Field, Di Williams, Ema Suravi, Dylan Walsh, Linda Nelson
2. **APOLOGIES:** Cr Ken Barnes (Chairman), Cr Leigh Byron (Mayor), Cr Jeff Mannix, John Stevenson, Myrtle Matarazzo, Simone Carmichael, Dinitee Haskard, Bronwyn Brougham, Jo Gorman, Jo Pedler, German Ugarte, Sue O'Halloran, Martin Kendall

3. BUSINESS ARISING FROM PREVIOUS MINUTES

The following items are to be carried over to next meeting to discuss with and receive an update from John Stevenson:

- **Maintenance/Improvement of the Old Gaol & Protection of the writing on Walls & Wintong School**
- **Mungo Road Closure Sign**

4. TOURISM ROLLING ACTION PLAN

Aside from the items above which are also in the Action Plan, the following items were discussed:

- **Maintenance/Improvement of the Memorial Bird Trail & Potential New Walk/ Bird Trail:**

At the April Bird Walk Touring meeting both the Ben Scott Memorial Bird Trail & the new proposed bird walk/bike trail were visited and reviewed and it was agreed that before any decisions are made on this walk or the Memorial Bird Trail, we would need to investigate the environmental water situation. Di Williams was to set up an appointment with the Water manager.

On the 27th April Di Williams, Elizabeth White, The Tourism Coordinator, Ken Spinks and Ian Field met up with James Maguire from Murrumbidgee Water Management to discuss the issues and proposed resolutions.

At the May meeting Di Williams gave the committee a summary of the discussions and the proposed solutions provided by James Maguire. It was recommended that Di Williams provide the Tourism Coordinator and the Director of Corporate & Community Development a written summary of this as there are a number of tasks and research that needs to be conducted by Council staff in reference to the land before any type of proposal can be evaluated and recommended to the Committee and to Council.

It was also recommended that a small group of committee members be appointed to work on this project and develop a project plan that will be discussed at the Committee meetings for eventual submission to Council.

- **New Tourism Website**

The Tourism Coordinator reported that the new website was completed and is currently being prepped for the live release. The Director of Corporate & Community Development has seen a preview of the new website and gave a very positive review of the new website and said that the committee and the community will be very happy with the site.

The Tourism Coordinator said that this project was mainly worked on after working hours and although it was developed by herself she could not have done it without the support of her team at the Visitor Information Centre and she thanked her partner for his patience and understanding and also thanked German Ugarte for his photos used on the website and thanked her Director, Elizabeth White for all her support during the development of the website.

The Tourism Coordinator said that once the website goes live there are a number of promotions, advertising and other marketing activities that are planned to take place between May and July.

The Coordinator also asked that the committee be active Ambassadors for Tourism in the community and to verbally support the Discovery Centre and Tourism activities. She said that Positivity is infectious and produces positive outcomes.

The **Committee formally thanked** The Tourism Coordinator, Connie Mallet for all her hard work with the new website and voiced that she and staff at the Discovery Centre should be praised and thanked for the hard work and results they are achieving with the Discovery Centre and tourism.

- **Tourism Videos**

The 4 Tourism videos are complete and will be released on the new website, YouTube and on Social Media pages. They will also be played at the Visitor Information Centre

A Google+ You Tube Account has been set up for “Discover Balranald & Surrounds” designed for promoting Balranald & Surrounds via a series of videos. The Tourism Coordinator said that aside from the 4 new videos a series of in-house made videos will be made promoting specific attractions, events and tourism activities

- **Visitor Guides:** Currently being development for a May/June release

- **Series of Special Interest Flyers:** In Progress to be release at end of June

5. NEW BUSINESS ARISING

- **Road to Mungo from Balranald:** As Wentworth Shire has received funding for upgrade of roads that will enhance their visitor market to Mungo National Parks and could potentially negatively impact our visitor economy, it was recommended that the Tourism coordinator and the Director of Corporate & Community Development, Elizabeth White look into whatever needs to be done and whoever needs to be addressed to positively counter this situation.
- The Tourism coordinator mentioned that certain roads needed to be Gazetted and/or “Google” marked so that Google Maps can pick up the most direct and quickest route to Mungo from Balranald as currently it shows other longer routes that take visitors through the Wentworth Shire. The coordinator said that she will look into this matter and report back at next meeting.

6. CLOSURE:

The meeting closed at 6.00pm

7. NEXT MEETING: Tuesday 7th June 2016