

MINUTES OF THE BALRANALD SHIRE COUNCIL TOURISM COMMITTEE MEETING HELD IN THE BALRANALD BUSINESS CENTRE BOARDROOM ON TUESDAY 14th MAY 2015, COMMENCING AT 3.00PM

TOURISM STRATEGY WORKSHOP 1

1. **PRESENT:** Cr Steve O'Halloran, Cr Jeff Mannix, Elizabeth White (Director of Corporate & Community Development), Connie Mallet (Tourism Coordinator), Simone Carmichael, Peter Lawler, Sue O'Halloran, Shirley Matarazzo, Silvana Keating, Jo Pedler.
2. **APOLOGIES:** Mayor Leigh Byron, Cr Ken Barnes (Chairman), Myrtle Matarazzo, Dinitee Haskard, Jo Gorman, Ken Spinks, Linda Nelson, Wayne Whitby
3. **BRIEF OVERVIEW OF TOURISM STRATEGY PLAN OUTLINE:**

The Tourism Coordinator went through the Tourism Strategy and provided a brief overview of the following:

 - Industry & Market Findings & Implications on Strategy
 - Industry Statistics at National, State, Regional & Local levels
 - Tourism Audit of each of the destination areas within the Shire
 - Tourism Audit of all the Shire's Attractions, Accommodations, Eateries & Facilities (Recreational & Other tourism related facilities)
4. **CURRENT TRENDS FOR BALRANALD**
 - The Tourism Coordinator went through all the current visitation and market trends regarding Balranald
 - The April Tourism Report's statistics was provided to highlight the trends
5. **TOURISM STRATEGY PLAN – STRATEGIC IMPERATIVES**

By way of a summary of the KEY IMPERATIVES of the Tourism Strategy Plan the Tourism Coordinator put together Strategic Imperatives document which she went through with the committee. This included the following:

 - Strategic Objectives – The 4 Key Objectives against which all the plan's strategies are allocated
 - Desired Outcomes of the of the Strategies
 - The key Marketing Imperatives
 - The key Branding & Positioning Imperatives
 - Tourism Experience Categories & Attractions Matrix
 - Accommodation, Retail, Services & Facilities Matrix
 - Recommended Target Markets
 - Visitor Information Services – Key Objectives
 - Product & Market Development Imperatives
 - Key Marketing Mediums
6. **RECOMMENDATIONS FROM THE WORKSHOP**
 - Tourism Coordinator proposed that a new Tourism Logo to align with new branding initiative be considered (Refer to Strategic Imperatives

Document – Section 4). She provided an example of what the proposed logo

- The committee accepted the recommendation of a new logo but made a few suggestions of edits to be made to the proposed logo
- The Tourism Coordinator said that she will have the proposed logo amended and the updated version would be presented to the Committee at the next Workshop
- A recommendation was also made by the committee that the “star ratings” made against eateries and accommodation venues in the Tourism Audit be taken out and just general comments are made about the findings re service and product quality.

7. CLOSURE:

The meeting closed at 7.15pm

- 8. NEXT MEETING:** Due to the fact that the committee had yet to work through the Plan’s Strategies, the committee members present decided on the following date for **Workshop 2: June 2nd from 10.00am – 4.00pm**