MINUTES OF THE BALRANALD SHIRE COUNCIL TOURISM COMMITTEE MEETING HELD IN THE COUNCIL CHAMBERS ON TUESDAY 2nd JUNE 2015, COMMENCING AT 10.00AM

TOURISM STATEGY WORKSHOP 2

1. **PRESENT:** Aaron Drenovski (General Manager), Cr Ken Barnes (Chairman) Cr Steve O'Halloran, Elizabeth White (Director of Corporate & Community Development), Connie Mallet (Tourism Coordinator), Simone Carmichael, Peter Lawler, Sue O'Halloran

2. **APOLOGIES:** Mayor Leigh Byron, Myrtle Matarazzo, Dinitee Haskard, Jo Gorman, Ken Spinks, Linda Nelson, Wayne Whitby, Cr Jeff Mannix, Shirley Matarazzo, Silvana Keating, Jo Pedler

3. **SUMMARY OF WORKSHOP 1**
    The Tourism Coordinator gave a summary of the topics covered in Workshop 1 which included:
    - Overview of the Plan's Findings & Tourism Audit
    - Current trends for Balranald
    - Working through the Plan's Strategic Imperatives

4. **PROPOSED NEW TOURISM LOGO**
    - At the previous Workshop the Tourism Coordinator proposed that a new Tourism Logo to align with new branding initiative be considered). She provided an example of the design of 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
    - The Tourism Coordinator presented the edited logo as shown:

- Sue O'Halloran moved to have the new logo adopted
- The motion was seconded by Peter Lawler
- The new Tourism Logo was unanimously adopted by the Tourism Committee

5. WORKING THROUGH THE TOURISM PLAN'S STRATEGIES:

The Tourism Coordinator went through each of the 4 STRATEGIC OBJECTIVES against which a series of Strategies were allocated. The Objectives were as follows:

OBJECTIVE 1: To build Tourism capacity within the Balranald Shire
- **15 Strategies** were presented and discussed
- All strategies were accepted by the Committee

OBJECTIVE 2: To develop an integrated marketing effort that drives visitation to the region, increases visitor numbers, converts travellers to overnight stayers & increases the economic yield from tourism across the Shire.
- **21 Strategies** were presented and discussed
- All strategies were accepted by the Committee

OBJECTIVE 3: To improve presentation, facilities & infrastructure thereby adding value to our tourism offerings, helping to motivate travellers to stop and enhance visitors' experience

Although there were a number of items/facilities/infrastructure identified in the Plan, focus was given to the following items:
- Signage (in and around and outside of Balranald)
- The Bird Trail
- The Old Gaol
- Lake Benanee
- It was also noted that although many of the items listed here were not part of the Tourism budget, nevertheless regular communication and meetings with the Infrastructure and Facilities department were necessary to ensure that all items that have an impact on tourism be addressed

OBJECTIVE 4: To deliver exceptions Visitor Services that will motivate visitors to return and to spread and share their positive experience with others

As we ran out of time to address Objective 4 in the workshop the strategies (Visitor Information Centre Services & Strategies &The Discovery Centre Strategies) were given to members to take home and read and to provide feedback to Tourism Coordinator within the week.

6. RECOMMENDATIONS FROM THE WORKSHOP

- It was recommended that consideration be given to the Caltex Roadhouse on the Highway as members felt the motel rooms needed sprucing

- An additional number of services were provided to the Tourism Coordinator by Sue O'Halloran to add to the list of services outlined in the Plan for tourists

- Identify towns/areas outside of Balranald that require signs pointing to Balranald for Mungo NP

- It was suggested that a lit-up sign similar to that of the Central School be investigated/considered for the Discovery Centre

- In discussing developing tourism capacity within the town, it was suggested that a "Suggestion Box" be present in the retail, eateries and motel businesses. The committee felt that this would help operators to read what customers/visitors had to say.

- It was suggested that we explore the possibility of funding a boat for the river – look at licencing requirements etc.

- When discussing opening hours it was suggested that the Chemist had to close for an hour due to laws that doors could not be opened if a Chemist was not present on the premises. It was recommended that we investigate this further.

- It was suggested that we investigate whether Balranald has a Tourism Town status. Many members felt that this was predominantly a Victorian status, however it will be investigated further.

- It was suggested that an prominent Indigenous member of the community be represented on the Tourism Committee as the strategy plan recommends that we build and develop Aboriginal Tourism within the Shire

- Tourism Coordinator suggested that we regularly seek for grants to support our Tourism development strategies. She suggested that weekly time is allocated from her schedule to identify funding opportunities and that as a committee we should look at putting together potential projects that can then be aligned to relevant funding opportunities.

7. ADOPTION OF THE TOURISM STRATEGY PLAN BY THE COMMITTEE

- The Director of Corporate and Community Development asked whether the committee would adopt the Tourism Strategy Plan
- Peter Lawler moved to have the Plan adopted
- The motion was seconded by Mon Carmichael
- The new Tourism Logo was unanimously adopted by the Tourism Committee

8. **ALLOCATON OF THE $5,000 BUDGETED FOR THE COMMITTEE TO USE AT THEIR DISCRETION**
    - The Director of Corporate & Community Development recommended that the Committee decide how they wish to spend the $5,000 budget allocation in the 2014/15 budget to use at their discretion
    - It was unanimously agreed that this would fund 2 town entry signs promoting the Discovery Centre

9. **CLOSURE:**
   The meeting closed at 4.15pm

10. **NEXT MEETING:** Back to our regular monthly meetings in July. First Tuesday of the month being **Tuesday 7th July.**

   Recommendation that the report be received.