

**REPORT OF THE BALRANALD SHIRE COUNCIL TOURISM COMMITTEE
MEETING HELD AT THE BALRANALD SHIRE COUNCIL CHAMBERS ON
TUESDAY 2nd February 2016 COMMENCING AT 5.00PM**

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

- **Maintenance/Improvement of the Ben Scott Memorial Bird Trail**
John Stevenson informed the Committee that there was around \$3,000 in the current budget to go towards the maintenance of the Memorial Bird Trail. He is organising for the Cumbungi to be sprayed soon and then to be burnt in the winter time. The Tourism Coordinator also informed the Committee that a meeting has been organised with herself and John to conduct an audit of the Trail and will come back to the Committee with a report outline what needs to be done to get the "Tourism ready" with relative costs and proposed priorities.
- **Maintenance/Improvement of the Old Gaol & Protection of the writing on Walls & Wintong School:** John Stevenson reported that two rooms of the Gaol is now complete and ready to use. John also recommended that a structured canopy over the courtyard was the preferred solution for the protection of the walls as a Perspex solution would gather dust within and be challenging to clean. The canopy will also make the courtyard for accessible for events and functions. The canopy structure would be design in keeping with the structure and design of the gaol. John is currently seeking quotes for the construction of the canopy and will report back to the committee.
- **Mungo Road Closure Sign:**
John Stevenson suggested that the existing yellow signs are suitable, however suggests the word "Mungo" be highlighted and that the "Open or Closed" be also highlighted with bright outline. John will provide a further update at next meeting.

4. TOURISM REPORT SUMMARY (December 2015 & January 2016 statistics)

As the meeting was the 2nd February the January statistics were still being compiled at the time of the meeting. However, the December statistics were as per the

December Tourism Report which was submitted to Council at the General Council meeting in December.

5. TOURISM ROLLING ACTION PLAN

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

- **Shade Sails for the Discovery Centre Playground:** The Shade Sails were erected before Christmas in December 2015 – this item will now be taken off the Rolling Action Plan
- **Protection/Replacement of the Market of the Southern Cross Landing**
John Stevenson reported that the supplier who was originally selected to work on the marker has now been taken off the job and a new supplier is to be appointed.
- **Shop Fronts:** After the Christmas competitions, the Tourism Coordinator is looking at developing an all-year-round campaign
- **Town Entry Signs promoting the Discovery Centre:** The 4 signs one at each entry point into Balranald were installed before Christmas in December 2015. This item will now be taken off the Rolling Action Plan
- **New Website & Videos:**
The Tourism Coordinator reported that the new website & corporate videos are on track for an early March release
- **New Visitor Guides:**
The Tourism Coordinator reported that the new Visitor Guides are currently been designed and hoping to have them printed and released at by the end of March
- **Virtual Tour of the Discovery Centre/Google+ & Google Maps:**
The Tourism Coordinator reported that a virtual tour of the Discovery Centre has been commissioned by a registered Google Photographer. The Google Street View technology will bring the Discovery Centre to life with a high quality 360-degree, interactive tour. As the Centre is at a street location the virtual tour will be visible on Google Search results, Google Maps and Google+ Local and will give customers a better sense of facilities and attractions around the centre. It can also be easily embedded on the new tourism website and social media pages to attract even more potential customers. Research has shown that Google Maps search results is often a researcher's first point of contact with the business/attraction.

6. NEW BUSINESS ARISING

- **The Role of the Committee:** As it was the first meeting for the year and with new Committee members in attendance, the Director of Corporate & Community Development, Elizabeth White summarised the role of the committee with the following:
 - The Committee supports the Tourism Strategic Plan & relative tourism activities that help to build tourism and the visitor economy within the Shire
 - The Committee can make recommendations to Council
 - Committee members should all be Ambassadors of Tourism within the Shire and should be actively and visibly promoting tourism and tourism activities
 - There should be mutual respect of each other's ideas and suggestions
 - The Tourism Coordinator will be suggesting possible Ambassador roles/tasks committee members could do outside of the committee – This will be presented at the next meeting
- **Introduction of New Members:** All new members were invited to introduce themselves. New members are:
 - **German Ugarte:** Outback Geo Adventures (Tourism Operator)
 - **Bronwyn Brougham:** In the Garden (Retailer)
 - **Di Williams:** Lake Paika Accommodation (Accommodation/Outback Beds)
 - **Ian Field:** Field Financial Services (Services/Outback Beds/Balranald Inc)
 - **Dylan Walsh:** Club Motel (Accommodation)
 - **Emma Serevi:** Weeds Officer with the Shire
- **A Summary of Objectives & Outcomes Achieved in 2015 by the Tourism Department:** The Tourism Coordinator handed out a summary of Outcomes achieved in 2015 against Objectives that were set for the 2015 year. The Objectives were against a number of sections. It provided a snap review of the positive achievements and solid foundation laid in 2015.
- **Actions Planned for 2016 against Tourism Strategy Plan:** The Tourism Coordinator handed out a document that outlines the Tourism Strategy Plan's 4 KEY OBJECTIVES against which all strategies are outlined and the relevant actions proposed for 2016 – The proposed 2016 actions were only for OBJECTIVE 1 & 2 and members were asked to study them and make any further proposed actions before the next meeting. Proposed 2016 actions against OBJECTIVE 3 & 4 will be handed out at next meeting.

7. CLOSURE:

The meeting closed at 6.00pm

8. NEXT MEETING: Tuesday 1ST March, 2016