

**REPORT OF THE BALRANALD SHIRE COUNCIL TOURISM COMMITTEE
MEETING HELD AT THE BALRANALD SHIRE COUNCIL CHAMBERS ON
TUESDAY 4th AUGUST 2015 COMMENCING AT 5.00PM.**

1. PRESENT: Mayor Leigh Byron, Cr Ken Barnes (Chairman) Cr Steve O'Halloran, Aaron Drenovski, Connie Mallet (Tourism Coordinator), Ken Spinks, Simone Carmichael, Peter Lawler, Linda Nelson, Wayne Whitby, Sue O'Halloran
2. APOLOGIES: Elizabeth White (Director of Corporate & Community Development), Cr Jeff Mannix, Myrtle Matarazzo, Dinitee Haskard, Jo Gorman, Silvana Keating
3. CURRENT TOURISM PROJECTS (Current - December 2015)
The Tourism Coordinator provided an overview timelines and status of current projects which includes:
 - Development of new tourism website
 - Development of Discovery Centre town entry signs
 - Development of 4 videos promoting key Shire attractions
 - Development of tourism collateral including the A3 Map Pads, Visitor Information Guide
 - Development and distribution of a new Tourism Newsletter (hardcopy & electronically) that would be distributed to local operators and other key tourism stakeholders
 - The development and distribution of a survey for local operators
 - Sprucing of the Old Gaol and Wintong School
 - Direct mail campaigns to coach lines and special interest groups
 - Development of Tourism Flyers (Based on "Experiences" categories)
 - Development of Packaged Products for visitors (working with local operators)
4. SUMMARY OF JULY 2015 TOURISM REPORT
 - The Tourism Coordinator provided an overview of key results, statistics and happenings for the month of July
(Please see July Report attached)
5. SWOT ANALYSIS of Tourism Industry with the Balranald Shire
It was recommended that a template of the SWOT Analysis be sent to committee members for their input and recommendations by the Tourism Coordinator and that it was to be completed within a week of being distributed.
A summary of the findings will be presented at the next Tourism meeting by the Tourism Coordinator

6. NEW BUSINESS ARISING/RECOMMENDATIONS

- Letter to Premier re Tour Operators at Mungo: In response to the recent story that was aired on the ABC's Landline program about the issues between private tour operators to Mungo and National Parks, it was recommended by Cr Steve O'Halloran that a letter be sent to the Premier in support of the Shire's local tour operator, Outback Geo Adventures
- Inland Tourism Awards: After the recent success at the Inland Tourism Awards where Outback Geo Adventures took out Gold and the Discovery Centre took out Bronze in their respective categories, the committee recommended that a Letter of Congratulations be sent to Outback Geo Adventures.
- Senior Citizen's Toilets: Mr Wayne Whitby informed that the toilets at the Senior Citizen's Hall required attention as many visitors use these toilets. It was recommended that this was relayed back to the Shire's outdoor staff. It was also suggested that once the Discovery Centre entry signs were erected this would help direct visitors to the Centre as the primary rest/toilet break point.
- Official Launch of the new Skate Park: The General Manager announced that there would be an official launch of the Skate Park and that it would be held on Saturday 29th August and would be officially opened by the Hon Adrian Piccoli MP.
- Visitor Information Flags: Mrs Sue O'Halloran expressed concern that the Yellow flags are hard to see coming from the hospital side of town against the yellow side wall of the Museum. It was suggested that we investigate the possibility of the yellow on blue background as alternative flags.
- After Hours Access to Visitor Information: It recommend by Mrs Sue O'Halloran look at ways of visitors accessing information material after hours. Sue provided an example from Robe where information was put into a brown paper bag and accessed outside the Information Centre. The tourism coordinator said that the Visitor Information Centre team were looking at having outdoor perspex stands with information.
- Art Gallery Volunteers: Mr Ken Spinks expressed his concern for the lack of volunteers available to keep the Gallery opened on a regular basis. Ideas for how this can be done will be addressed at another Committee meeting.
- New Bird Trail: Mr Ken Spinks recommended that he work with the Tourism Coordinator in mapping out a new Bird Trail within the township of Balranald

- Support for the Friends of the Southern Cross Project: Mr Ken Spinks recommended that the Tourism Committee support this project as he believes that this could be potentially a major attraction for the Shire
- Yanga National Park Activities: Ms Simone Carmichael provided an update on the happenings at Yanga National Park which included the following:
 - The new Discovery Ranger, Marty Kendall is planning school holiday activities
 - Access to Wool press Bend campgrounds and public firewood collection site has been cut off by the closure of Waugorah Ck Bridge by a bypass road is being installed
 - A Redgum was has been installed on the BBQ Shelter at Regatta Beach to act as a sun and wind break for the coming summer
 - The old blacksmiths shed was badly damaged in a wind storm but insurance is going to cover the rebuilding which will add to visitor experience with a machinery display planned in the new building

7. CLOSURE:

The meeting closed at 6.30pm

8. NEXT MEETING: Tuesday 1st September, 2015