**REPORT OF THE BALRANALD SHIRE COUNCIL TOURISM COMMITTEE MEETING HELD AT THE BALRANALD SHIRE COUNCIL CHAMBERS ON TUESDAY 5th September 2017 COMMENCING AT 5.00PM**

1. **PRESENT:** Iain Field (Chairperson), Connie Mallet (Tourism Coordinator), Ema Serevi, Wayne Whitby, German Ugarte, Peter Lawler, Ken Spinks, Ken Barnes
2. **APOLOGIES RECEIVED:** Cr Steve O’Halloran, Mon Carmichael, Di Williams, Shirley Matarazzo.
3. **ACCEPTANCE OF MINUTES FROM THE PREVIOUS MEETING**

As we did not have a Quorum at the August 2017 meeting, there was no Minutes presented

1. **BUSINESS ARISING FROM PREVIOUS MINUTES**

There were no previous Minutes

1. **GENERAL BUSINESS**
2. **Quorum Issue**

The committee discussed membership numbers and the impact it has on quorum numbers and the committee’s ability to be truly effective when there isn’t a quorum.

Upon various discussions on a number of options on how the quorum issue should be address, a resolution was made:

**It was resolved to** request the Secretary of Tourism Committee to write to Council to request Committee Members who have not attended for three or more consecutive meetings to be removed from the list of appointed Committee members.

**Moved:** Ken Spinks

**Seconded**: Peter Lawler

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1. **Committee Minutes**

Committee Meeting Minutes are to be submitted by the Minute Taker to the Chairperson within 7 days of the meeting and then approved by the Chairperson prior to submission to Council

**Moved:** Iain Field

**Seconded:** Ema Serevi

1. **RV Donations at the Discovery Centre**

That donations from the Discovery Centre donation box be under the jurisdiction of the Tourism Committee to help augment the tourism budget and spent on tourism related activities.

**Moved:** Peter Lawler

**Seconded:** Iain Field

1. **Grants Projects Workshop**

As discussed at previous meetings, the committee will be conducting a Grants Projects Workshop on **Sunday 17th September** commencing at 9.00am. The aim of the workshop is to develop project outlines for proposed ideas to make it easier and quicker to match projects with grants as they come up. The Tourism Coordinator will be bringing some ideas aligned with our Tourism Strategy Plan to get the ball rolling.

**ACTION:** Tourism Coordinator to organise workshop venue and send email to committee members

1. **TOURISM RELATED TRENDS**

* Tourism Coordinator gave the committee an overview and success of the radio Winter Campaign that ran for one month over August that involved 20 participating business operators (shire-wide). Due to a special deal that was organised between the Tourism coordinator and the Radio station, the operators only had to invest $150 for one month’s of advertising. The pitch of the radio campaign was about the range of services available within Balranald & Surrounds. Statistics showed that during the campaign visitors came to Visitor Information Centre having heard the group of ads on radio.
* The tourism coordinator also provided statistics of a promotion on social media that only ran for 7 days aimed specifically at driving visitors to the website and reaching a broader audience. The statistics showed that within 7 days the campaign reached an audience of 31,425 people and within 6 days 500 people had clicked onto the website and navigated an average of 4 pages on the site.

1. **TOURISM ROLLING ACTION PLAN**
   1. **Outstanding Items**

ACTION: The committee suggested that the Tourism Coordinator provide a summary of outstanding items and the required actions

* 1. **Cleaning of the river**

The Tourism Committee request that the Council write a letter to be sent to Fisheries requesting that the river be cleared of fallen trees. The river is an essential tourism asset and attraction and we are concerned with regard to the safety issues for visitors and residents with the drifting branches that populate the river.

1. **NEW BUSINESS ARISING**

**Print Media Advertising**

Tourism Coordinator provided a summary of recent and upcoming advertising with various publications including Caravanning Australia, Rex Inflight Magazine, Your Swan Hill, Tourist News and other various and targeted publications. She brought along number of publications to show the ads.

1. **CLOSURE:**

The meeting closed at 6.15pm

1. **NEXT MEETING: Tuesday 3rd October 2017**