

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

- 1. PRESENT:** Iain Field (Chairperson), Connie Mallet (Tourism Coordinator)
Ema Serevi, Peter Lawler, Ken Spinks, Wayne Whitby, Dianne Williams, Andre Pretorius (Director Infrastructure & Development), Charmaine Murfet (Director Corporate & Community Development)
- 2. APOLOGIES RECEIVED:** Ken Barnes, Mon Carmichael, Linda Nelson, Shirley Matarazzo (Away due to illness)

3. WELCOME BY CHAIR

The Chair, Iain Field opened the meeting by congratulating the Tourism Coordinator & the Shire Tourism Team for the Bronze Award received at the recent NSW Tourism Awards.

It was also noted by the Chair and the committee that the Mungo Man Return to Country event at the Discovery Centre was well organised by the Tourism Coordinator and Council staff and that it was a wonderful event that brought both indigenous and non-indigenous people together and has created awareness of the strong cultural and heritage connection Balranald has to Mungo.

The Committee also congratulated Di Williams for her newly appointed role as Chair of Balranald Inc at their recent AGM. It was also noted that the relationship between Balranald Inc and the Balranald Shire Council has been strong and supportive and was very apparent in the collaboration shown with the staging of the recent Red Bull Branched Out event and the 5 Rivers Outback Festival

4. ACCEPTANCE OF MINUTES FROM THE PREVIOUS MEETING

Moved: Peter Lawler
Seconded: Di Williams

5. BUSINESS ARISING FROM PREVIOUS MINUTES

(i) Bicycle Track and Bird Walk

Mon Carmichael is currently working on the Project Plan and created a map which marks both the proposed Bike tracks and Bird/Nature walks. Mon proposes to call the tracks the "Boot & Bike Tracks".

Andre has a map that highlights the land tenure area of the proposed tracks. Connie will email the Map of the proposed tracks to Andre who will overlay the tracks over the land tenure map to determine what parts of the tracks fall on public reserves, private land and common land. Andre will report at next meeting.

Connie will work with Andre to identify all the elements required by Council for the Project Plan. A template will be prepared and emailed to Mon.

It was noted that another meeting with David Kelly from the Balranald Local Aboriginal Land Council (BLALC) will need to be take place with members of the BLALC re the cultural sites of importance and how these will need to be addressed.

It was also noted that the Committee are committed to develop a “Shovel Ready” Project Plan that can be presented to Council

(ii) Funeral In Progress Sign

It was determined that the request for the “Funeral In Progress” signs will need to go to the Traffic Committee.

Connie Mallet is to write the letter and Andre will present to the Traffic Committee Meeting on the 14th December 2017.

6. TOURISM TRENDS & STATS

The Tourism Coordinator provided the following statistics and trends from the Discovery Balranald & Surrounds tourism website:

- Total Visitors in 14 months = approx. 30,000 visitors
- Total Page Views = 83,175
- Over the past 6 month visits have increased to approx. 3,000 new visitors to the site per month
- Over the past 6 months average of approx. 6000 page views per month
- Average approx. 3 pages per visit
- Top pages per month have a direct connection with media promotions. For example:
 - October’s top page other than homepage was the Red Bull Event page followed by the 5 Rivers Outback Festival event page
 - November’s top page was the Mungo Man Event page followed by Balranald Races event page
- Overall Top 10 Pages:
 1. Home/Guide
 2. See & Do
 3. 5 Rivers Trail
 4. Discovery Centre
 5. Free Camping/RV
 6. Road Conditions
 7. Top Stays
 8. Tours
 9. Upcoming events
 10. Motels

- 41% of visitors to the site come from Google search
- 33% come from Facebook promotions
- 12% come from organic links to the website

7. ROLLING ACTION PLAN

(i) Heritage Near Me Grant

The Tourism Coordinator announced that we are near completion of the project.

The following has been completed and/or purchased:

The Museum

- Rewiring and down lights
- Metal Shelving Unit
- Tower with lockable drawers and LED lights
- Glass Cabinets & shelving
- Glass showcase
- Visible Glass Counter
- Cement floor lock up shed for Museum storage (ordered)

Wintong School

- Installation of weatherproof interior lining of corrugated iron
- Roof lined with corrugated iron and sealed

Balranald Old Gaol

- Installation of steel-framed corrugated iron canopy over the existing gaol courtyard to preserve the structure from the elements

Story Boards

- 3 x A2 Free standing lockable Cork Boards
- 10 X A3 Clip Frames

(ii) Frog Figurines

As part of the Committee's commitment to spend their allocated monies last financial year \$10,000 which included the \$5,000 rollover from the previous year. The monies were to be spent both on sprucing up the current figurines and to purchase new ones as part of developing our "Funky Frog Trail" which is very popular with visitors.

The following has been implemented:

- 1 X Small frog figurine that sits on top of the Welcome to Balranald town entry sign (from the Hay end – the original was stolen a few years ago)
- 3 X Large Frogs – One representing the army, one the navy and the other the air force. These are ready and will be mounted in front of the RSL club
- Another 3 X Large Frogs have been ordered to be placed at specific attractions including the Goal and the Southern Cross Replica Plane

(iii) Discovery Centre Development Plan – A Vision for the future

The Tourism Coordinator informed the committee that a Discovery Centre Development Plan has been developed and submitted to Council and that the Plan will be workshopped and discussed further by Councillors.

(iv) Corporate Communications Plan

The Tourism Coordinator's role will be extended to include Corporate Communications.

A Corporate Communications Plan including internal and external communications management is currently being developed

8. NEW BUSINESS ARISING

(i) Tourism Action Plan for 2018

Tourism Coordinator is currently developing the Tourism Plan for next year and once completed will be distributed to committee members.

9. CLOSURE:

The meeting closed at 6.15pm

10. NEXT MEETING: Tuesday 6th February 2018