

**REPORT OF THE BALRANALD SHIRE COUNCIL TOURISM COMMITTEE MEETING
HELD AT THE BALRANALD SHIRE COUNCIL CHAMBERS ON TUESDAY 6th March,
2019 COMMENCING AT 5.03PM**

1. **PRESENT:** Iain Lindsay-Field (Chair), Ken Barnes, Wayne Whitby, Dianne Williams, Ken Spinks, Vivienne McEvoy (BSC), Peter Lawler, Linda Nelson, Jenny Bax Alvarado (BSC)
2. **APOLOGIES RECEIVED:** Michael Kitzelmann (GM), Terri Bilski, (DCCS), Simone Carmichael, Alan Purtill (Mayor), Cr. German Ugarte
3. **ACCEPTANCE OF THE MINUTES FROM THE PREVIOUS MEETING:**

The Minutes were accepted from meeting held on 6th February 2019.

Moved: Di Williams

Seconded: Wayne Whitby seconded.

4. **BUSINESS ARISING:**

a) Ian Tulley Acre 2020 presentation.

Gavin has supplied the Acre 2020 presentation to the committee for their information. All were impressed by the works.

Action: Gavin will discuss at future meetings potential to extend this art form to the Balranald Shire.

b) Visitor Centre Guides for distribution.

Delivery details being forwarded to VIC for distribution to DNSW at the Sydney CC Show in April.

c) Itinerary for the DRM Board members

Vivienne is developing an itinerary for the visit although it is brief, only 1.5 hours followed by a trip to Mungo to incorporate the Full moon display. Inclusions will be the Discovery Centre, Southern Cross Museum, along with the Funky Frog display and the Military Commemorative Trail. Yanga will need to be scheduled at a later visit.

d) Contact & provide further info on the Nature Conservancy Australia

Vivienne is researching and will make contact with GMs still to make direct contact.

e) Tinting of Windows at Discovery Centre

Referred to DID for discussion during budget planning for 2019/2020.

f) \$30K budget query from Cr Ugarte

Vivienne reported that the budget is for \$20K for promotions.

\$12K has been spent on radio advertising, GM interviews etc. Advertising with Caravanning Australia, Cartascope Maps and other small opportunities have been completed during this term along with some o/s invoices from previous years advertising with The Guardian (from the shop local campaign).

Action: Vivienne will update monthly on the advertising that has been taken up during the month.

g) Plans for Tourism Committee activities for Easter Sunday morning.

Vivienne advised that she will involve the Youth Council and will provide a further update at the next meeting. She requested all members of the committee join to help with setup – Easter egg hunt.

h) Contact NPNSW re plans for development of Yanga

Vivienne made contact with Jo Pedler from NPNSW regarding the further development of Yanga Woolshed. Whilst there have been some great plans drawn up, funding is not forthcoming for the projects.

Ken talked about the history on planning within NPNSW and indicated that private entrepreneurs' were really required to fund the necessary changes. Disappointment was stated due to the 'tired' appearance of the facility.

Wayne indicated that it is important to get a copy of the report on Yanga that Mon presented at the Community Forum.

Action: Vivienne is spending some time with Jo Pedler during the filming in a few weeks and will discuss the possibility of helping with a Friends of Yanga group reforming to help with the grounds at Yanga Homestead.

5. Manager Community & Tourism Services Report

February Statistics are being finalised and will be included in the monthly Tourism Report to Council

Visitor Guide – Vivienne advised that she is working on an update of the guide which will include the other paraphernalia such as the Five Rivers Fishing Trail. This will save on costs of having other pieces of material printed and will assist in keeping information refreshed and updated.

DRM, NPNSW and BSC are moving ahead with We Are Explorers (WAE) for the promotional video, targeting the 25yo+ self-drive market, being filmed in Balranald, Yanga and Mungo from the 18th to 21st March. Vivienne recommended everyone take a look at “We Are Explorers” website <https://weareexplorers.co/> which gives a good background of their business and experience.

Vivienne advised that the 2019 R M Williams Winter Catalogue had been filmed at Mungo National Park, hosted by Mungo Lodge. She has contacted Mungo Lodge to seek permission to use on our social media platform. The YouTube Clip <https://www.youtube.com/watch?v=0NfWodi0r30> was shown in the meeting.

She advised that the VIC accreditation was renewed recently and signs had been ordered for the building as they were absent and required for the accreditation.

Ian and Di advised that they had visited Hay VIC and they had requested a visit to Balranald to view our tourism facilities. Vivienne confirmed that we would also like to visit other visitor centres in the region and also had returned from visiting Euston Club Visitor Information Centre, located in the Euston Club.

Vivienne advised that the Graders & Ploughs etc., at the Depot are scheduled to be moved to the VIC as previously discussed.

6. NEW BUSINESS

Ken spoke on “nothing is free”. He discussed the free status of the caravan parking at VIC & Yanga. Discussion was held on the effectiveness of the donation boxes versus a fee and it was generally supported that the donation boxes were the method of choice to fund these areas.

Action: Vivienne will report on the funding received from the donation boxes at the next meeting.

A discussion was held around utilising the word Visitors versus Tourism, on the basis of visitors to our town are not always tourists, i.e. truck drivers passing through. Further discussion will be held on completion of the committees’ study currently being undertaken.

Vivienne advised that Year 3&4 children from the school will be working on a garden project for the VIC. This will include removing dead plants and growing from cuttings plants to improve the gardens around the complex. Linda suggested a plaque could be set up for donations of plants for the gardens. Di suggested the establishment of a community garden. The Balranald Beautification committee have offered their resources if required.

Vivienne advised that the Yanga Audio Guides have now been received and are ready for hire from our visitor centre.

7. MATTERS WITHOUT NOTICE

None

MEETING CLOSED AT 6.24 pm

NEXT MEETING: 2nd April, 2019.