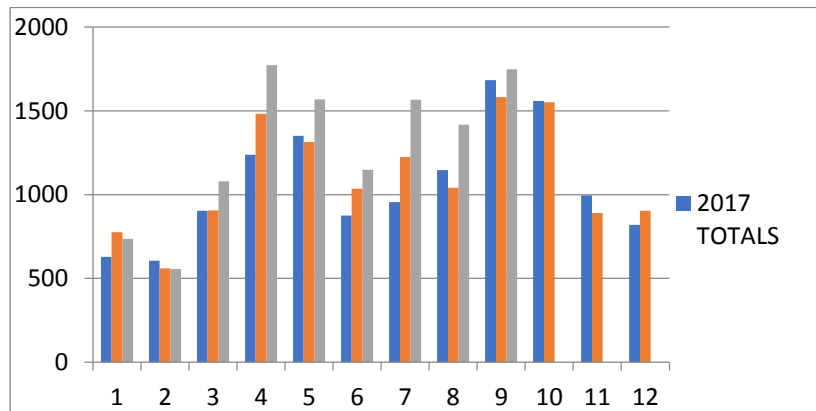


MINUTES OF THE BALRANALD SHIRE COUNCIL TOURISM COMMITTEE MEETING HELD AT THE BALRANALD SHIRE COUNCIL CHAMBERS ON THURSDAY 3rd OCTOBER 2019 COMMENCING AT 4.10 PM

1. **PRESENT:** Peter Lawler, Wayne Whitby, Iain Lindsay-Field (Chair), Simone Carmichael, Michael Kitzelmann (GM BSC), Vivienne McEvoy (MCCS BSC), Ken Spinks (arrived at 4.15pm)
2. **APOLOGIES RECEIVED:** Terri Bilske (DCCS BSC), Di Williams, Linda Nelson
3. **ACCEPTANCE OF MINUTES:** Minutes acceptance of 5th September 2019
Moved: Wayne Whitby
Seconded: Peter Lawler
4. **BUSINESS ARISING:**
 - a) New Members for Tourism Committee – Iain and Viv will look at a potential list of community members that might like to join the committee and discuss at the next meeting.
 - b) Gate on skate park side of playground, Interpretative Pavilion Signage and Water bubbler near Skate Park – further discussion around the Joint Organisation of Councils (JOC) funding opportunity for the Discovery Centre to be held
 - c) Calendar of Marketing Activities & Events – carried over (German)
 - d) Visitor Traffic – Viv confirmed that the traffic counters are out and the results will be approximately 3 weeks so will be available at the next meeting. Michael commented that the Traffic Committee have been in discussions with RMS regarding monitoring equipment for speed and braking over the bridge and that the bridge inspections are to be carried out under the bridge and the approaching causeway. Michael also advised that the 50km speed limit will be extended on the western side of Balranald to beyond Endeavour Drive in the near future
 - e) Ben Scott Bird Trail Environmental Water – Simone is following up with EWAG (Environmental Water Advisory Group)
 - f) Cyclical cleaning program – Viv will speak to Works Depot about a regular maintenance programme for the entrances. Peter recommended that the welcome signs for both Balranald and Euston be included in any upcoming budget variations. Michael advised that there would also be opportunities under the JOC for updated approaches and signage for town entrances.
 - g) Logging system for minor fixes – Viv confirmed that there is a process and the forms are available from the website or by contact the shire office. Complaints, recommendations and suggestions are welcomed and forwarded to the relevant department within council for completion.
 - h) Bunyip Doctoral Thesis – carried over (Iain)

5. MONTHLY & QUARTERLY REPORTS

a) Tourism Visitation



Visitors in Centre & Interpretive Pavilion			
	Current Month	Previous Month	Change %
Visitor Information Centre	1635	1306	20.12%
Interpretive Pavilion	729	471	35.39%
Gaol	92	66	28.26%
Museum	125	131	-4.80%

2019 visitation is continuing to track well above 2017 and 2018.

- b) Donations at Discovery Centre for 2019/20 (to 2nd October 2019) \$2,620.35
- c) Advertising spend through Discover Balranald & Surrounds is \$2,000 (Outback Beds, The Guardian – Your Swan Hill Magazine, Destination Riverina Murray #myriverinamurray Instagram competition)

Tourism Related Grants (current and new)

Riverfront Development - Gavin hopes to have a detailed level of planning by Nov/Dec 2019.

The Tourism Infrastructure and Events Funding will come up again in Feb 2020.

Main Street Developments - Michael advised showed the group the stainless steel frog implants that will be spread through Market Street.

Swimming Pool upgrade will be completed at the end of October.

Footy Sheds upgrade is almost ready to commence.

6. NEW BUSINESS

- a) Guy Fleming – Manager Geospatial Information & Visualisation
Viv and Gavin met with Guy Fleming recently at the SEGRA conference in Barooga. He has now contacted Viv as they are working on a Geological Survey of NSW with the production of geotrails across NSW. They would like to meet with us to talk about the geotrail project proposal and will be in Balranald on Monday 28th October. Viv will contact Guy to firm up a time and extend the invitation to the Tourism Committee.
- b) POS – Viv confirmed the new POS system is operating at the VIC.
- c) Souvenirs – to be carried over (German)
- d) Free Parking signs near Discovery Precinct for Visitors – signage is in place for parking
- e) Iain asked about the JOC – Michael advised that the JOC has a subcommittee which has members from the following:
 - Department of Premier & Cabinet
 - Office of Local Government
 - Mayors of each Shire
 - AuditorThe 4 Councils under the JOC are – Balranald, Broken Hill, Wentworth and Central Darling

Discussions closed at 4.58pm

Next Meeting – Thursday 7th November, 2019 @ 4.00 pm