

**MINUTES OF THE BALRANALD SHIRE COUNCIL TOURISM COMMITTEE MEETING HELD AT THE BALRANALD SHIRE COUNCIL CHAMBERS ON THURSDAY 21<sup>ST</sup> FEBRUARY 2020 COMMENCING AT 4.13 PM**

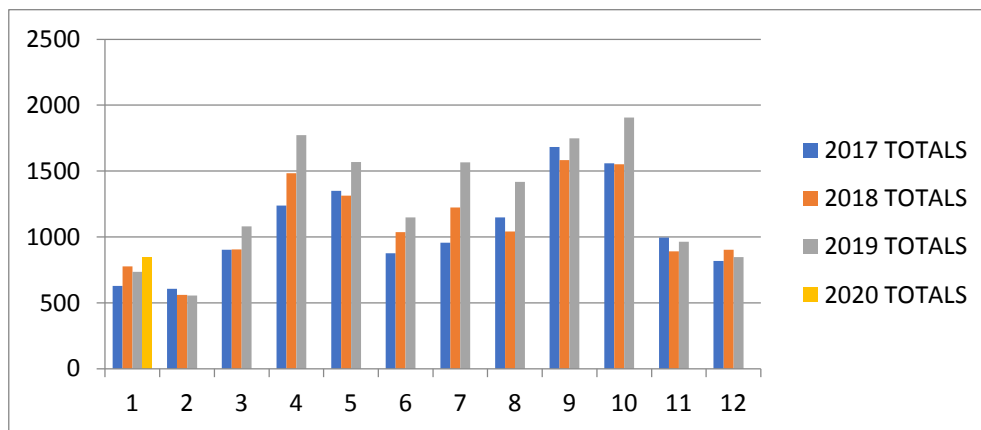
1. **PRESENT:** Simone Carmichael, Gavin Helgeland (BSC), Iain Lindsay-Field (Chair), Wayne Whitby, Peter Lawler, Ken Spinks, Di Williams, Vivienne McEvoy (BSC).
2. **APOLOGIES RECEIVED:** Linda Nelson
3. **ACCEPTANCE OF MINUTES:** There were no minutes taken from the 7<sup>th</sup> November 2019 or the end of years get together held in December 2019.
4. **MANAGER COMMUNITY & TOURISM SERVICES MONTHLY REPORT**

Vivienne provided a good summary of the visitation and sales statistics for the Discovery Centre for the months of December and January.

**a) Discovery Centre Visitation**

The below graph represents the number of visitors who have made contact with Balranald Visitor Information Centre in person, by email, telephone or website enquiry.

Our **peak** tourist season commences in April/May then a drop off from June July and August, picking up again for September and October. Note, January and February are the quietest times for visitation in remote, rural areas.



Information below is the number of visitors that visit various locations within the Discovery Centre Grounds and merchandise sales.

**Balranald Visitor Centre - Monthly Report - December 2019**

<b>Visitors in Centre &amp; Interpretive Pavilion</b>				<b>Top Merchandise Sales</b>	
	Current Month	Previous Month	Change %	Item	No.
Visitor Information Centre	776	874	-12.63%	Robinvale Estates	75
Interpretive Pavilion * Closed on 23 <sup>rd</sup> December 2019 for maintenance	316	461	-45.89%	Frog Figurines	47
Gaol	31	47	-51.61%	Ind Studios (Erasers, Pocket Hottys etc)	31
Museum	47	124	-163.83%	Magnets	30
<b>Monthly Merchandise Sales Figures</b>	<b>\$5171.45</b>	<b>\$4049.55</b>	<b>27.70%</b>	Postcards	27

**Balranald Visitor Centre - Monthly Report - January 2020**

<b>Visitors in Centre &amp; Interpretive Pavilion</b>				<b>Top Merchandise Sales</b>	
	Current Month	Previous Month	Change %	Item	No.
Visitor Information Centre	760	776	-2.11%	Frog Figurines	67
Interpretive Pavilion * Closed for Maintenance from 23 <sup>rd</sup> December 2019	0	316		Magnets	40
Gaol	47	47	0.00%	Ind Studio (Picket hotty etc)	32
Museum	62	47	24.19%	Postcards	31
<b>Monthly Merchandise Sales Figures</b>	<b>\$3,821.45</b>	<b>\$5,171.45</b>	<b>-26.10%</b>	Souv Aust-pens	22

## b) Social Media and Website Visitation

A summary of December 2019 and January 2020 social media and website visitation is detailed below.

<b>Social Media and Website Visitation - December 2019</b>					
<b>Facebook</b>		<b>Total Page Likes</b>	<b>Total Reach Current Month</b>	<b>Total Engagement</b>	
		10,318	10,313	672	
<b>Website (Since Aug 2016)</b>		<b>Total Number of Visitors</b>	<b>Total Page Views</b>		
		59,906	108,838		
<b>This Period</b>		1,509	2,378		
<b>murrayriver.com.au Website</b>		<b>No. of times Ad displayed</b>	<b>Direct leads to website</b>	<b>More Information Page Views</b>	<b>Total national bookings &amp; enquiries</b>
	<b>Current Month (December)</b>	199	37	268	110
	<b>Since Listed</b>	22,748	3,080	25,621	75,839
<b>Social Media and Website Visitation - January 2020</b>					
<b>Facebook</b>		<b>Total Page Likes</b>	<b>Total Reach Current Month</b>	<b>Total Engagement</b>	
		10,311	11,996	1,910	
<b>Website (Since Aug 2016)</b>		<b>Total Number of Visitors</b>	<b>Total Page Views</b>		
		61,548	111,74		

			4		
<b>This Period</b>		1,642	2,906		
<b>murrayriver.com.au Website</b>		<b>No. of times Ad displayed</b>	<b>Direct leads to website</b>	<b>More Information Page Views</b>	<b>Total national bookings &amp; enquiries</b>
	<b>Current Month (January)</b>	197	35	228	108
	<b>Since Listed</b>	22,935	3,114	25,848	75,954

#### c) Advertising spend to date

July	Outback Beds	\$700.00	Map sponsorship				
Aug/Sept	The Guardian	\$900.00	Your Swan Hill magazine				
Aug/Sept	Destination Riverina Murray	\$0.00	#myriverinamurray instagram local photographic competition (Prizes donated by Lake Paika Accommodation and National Parks NSW)				
Nov	Caravanning Australia	\$2,100.00	Committed to Autumn Edition 2020 1 full page				
Dec	Use of 3SH Radio Ads promoting business in Balranald	\$0.00	Included in radio advertising budget - value \$1500				
	<b>Total</b>	<b>\$3,700.00</b>	<b>(Excluding GST)</b>				

#### d) Visitor Guide

We are at the second draft stage of the visitor guide, which incorporates the Mungo Loop brochure, previously released by Homebush Landcare Group, and the Five Rivers Fishing Trail. Anticipate the third draft in the coming fortnight and the final to be completed and forwarded to print by mid-March.

#### e) Geotrail Update

Guy Fleming, Manager Geospatial Information and Visualisation – Geological Survey of NSW is planning another field trip for the Central Darling Geotrail project. He has been in touch with Gavin and I to join him in early April.

He will be heading out with Geological Author Dr Ron Boyd, Dr Ron Boyd (Emeritus Professor, University of Newcastle).

Visiting a few sites between Balranald and Mungo such as the Devonian outcrops (like the Manfred Range), and accessible sites related to the mineral sands, strandlines, ancient oceans/shorelines etc.

#### f) Night Skies

Destination Country and Outback are putting together a Night Skies Experiences Concept Plan which we will be attending by way of video conferencing on Friday 28<sup>th</sup> February (emailed out to the members of the Balranald Tourism Committee for registration). This goes along with our trip last year to Parkes for the Inland Astro-Trail Symposium. Balranald Shire has an abundance of dark sky and we continue to keep a watch on how Astro Tourism is growing around us with a vision to be included in the future.

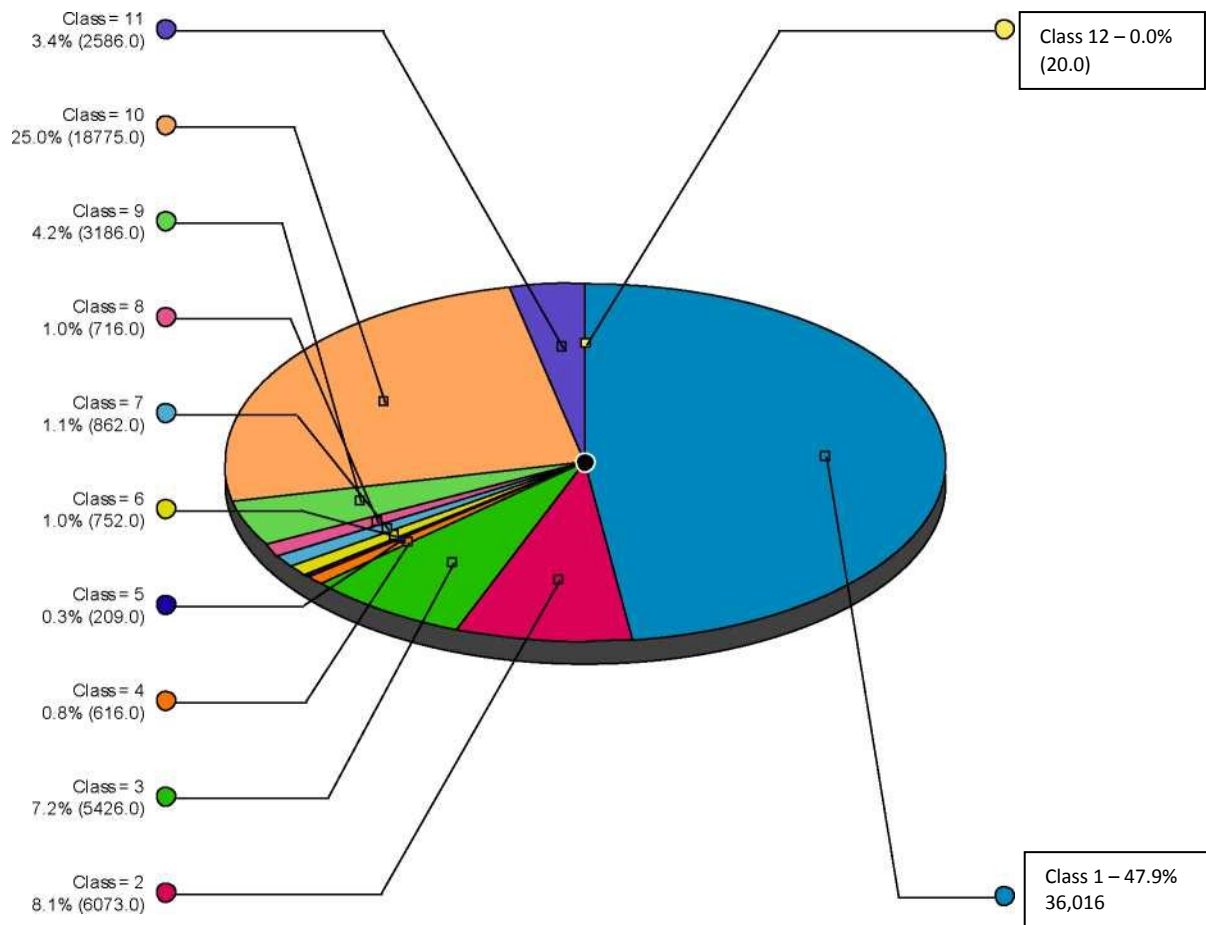
#### g) Traffic Count

Referring back to a meeting during the latter part of 2019, we have completed the traffic count from Friday 20<sup>th</sup> September to Monday 18<sup>th</sup> November (2 months). No surprises with two axle vehicles being at the top of the table with almost 40% of the traffic recorded. Heavy Vehicles (B Doubles etc) accounted for 25% and vehicles towing (boats, caravans, trailers etc) around 8%, closely followed by two axle vehicles such as buses and trucks at 7.2%.

Axles	Groups	Description	Class		Parameters	Dominant Vehicle	Aggregate
2	1 or 2	Short - Sedan, Wagon, 4WD, Utility, Light Van	sv	1	d(1)>=1.7m, d(1)<=3.2m & axles=2	<5^	1 (Light)
3,4 or 5	3	Short Towing - Trailer, Caravan, Boat, etc.	SV T	2	groups=3, d(1)>=2.1 m, d(1)<=3.2m, d(2)>=2.1m & axles=3,4,5		
2	2	Two axle truck or Bus	TB 2	3	d(1)>3.2m & axles=2	<as	2 (Medium)
3	2	Three axle truck or Bus	TB 3	4	axles=3 & groups=2	scs	
>3	2	Four axle truck	T4	5	axles>3 & groups=2	0»	
3	3	Three axle articulated vehicle or Rigid vehicle and trailer	ART 3	6	d(1)>3.2m, axles=3 & groups=3		3 (Heavy)
4	>2	Four axle articulated vehicle or Rigid vehicle and trailer	ART 4	7	d(2)<2.1 m or d(1)<2.1 m or d(1)>3.2m axles = 4 & groups>2		
5	>2	Five axle articulated vehicle or Rigid vehicle and trailer	ART 5	8	d(2)<2.1 m or d(1)<2.1 m or d(1)>3.2m axles=5 & groups>2		
>=6	>2	Six (or more) axle articulated vehicle or Rigid vehicle and trailer	ART 6	9	axles=6 & groups>2 or axles>6 & groups=3		

>6	4	B-Double B-Double or Heavy truck and trailer	BD	10	groups=4 & axles>6	
>6	5 or 6	Double road train or Heavy truck and two trailers	DR T	11	groups=5 or 6 & axles>6	
>6	>6	Triple road train or Heavy truck and three trailers	TR T	12	groups>6 & axles>6	

ClassBin-27 (Metric) Site:SH14- Euston Road.0.1EW  
 Description: 500m west of Endeavour Drie  
 Filter time: 9:09 Friday, 20 September 2019 => 14:30 Monday, 18 November 2019  
 Filter: Cls(1 2 3 4 5 6 7 8 9 10 11 12 ) Dir(NESW) Sp(10,160) Headway(>0) Span(0 - 100) Scheme:  
 Vehicle classification (AustRoads94)  
 Total = 75,237



We discussed the traffic statistics and the opportunity to hold an event in the middle year, as per the statistics recorded at the Visitor Centre, and ideas such as an event that encourages the light aircraft groups coming to Balranald and Camp Oven Cook Offs to name a few. The Committee will go away and think about other events that could be held between April and October (Easter and the 5 Rivers Festival at each end).

Gavin gave a brief update on the progress of the Riverfront project funded by Our Rivers Our Regions Grant funds. Concept plans are being finalised and close to be put to the steering committee and community for comment.

A group discussion was held around the Wool Track wagon tracks on the Ivanhoe Road and reference was made to the Greenough Leaning Trees outside of Geraldton as to how they could be protected.

Requires further discussion around what could be another attraction.



## 5. New Business

The following new business items have been carried over:

Eastern Wetland Area – Ken

Bunyip Studies – Iain

## 6. Next Meeting

The Committee agreed that the meetings would stay on a Thursday and scheduled for the first Thursday of the month.

Meeting closed @ 5.35pm

Next Meeting – Thursday 5<sup>th</sup> March 2020