

**REPORT OF THE BALRANALD SHIRE COUNCIL TOURISM COMMITTEE
MEETING HELD AT THE BALRANALD SHIRE COUNCIL CHAMBERS ON
TUESDAY 2nd DECEMBER 2014 COMMENCING AT 5.00PM**

1. **PRESENT:** Cr. Ken Barnes (Chair), Elizabeth White (Director of Corporate & Community Development), Connie Mallet (Tourism Coordinator), Ken Spinks, Simone Carmichael, Peter Lawler, Joanne Pedler, Warren Clarke

2. **APOLOGIES:** Mayor Leigh Byron, Cr Jeff Mannix, Aaron Drenovski (GM), Jo Gorman, Linda Nelson, Myrtle Matarazzo

3. BUSINESS ARISING:

Elizabeth White (Director of Corporate & Community Development) welcomed Connie Mallet (Tourism Coordinator) to her new position with the Balranald Shire Council and reinforced the Council's Commitment to the development of Tourism as an industry within the Balranald Shire, hence the introduction of the Tourism Coordinator role.

4. PRESENTATION BY TOURISM COORDINATOR: (See attachment)

The new Tourism Coordinator, Connie Mallet presented an overview of the **Tourism Audit** that she is about to conduct with the Balranald Shire.

Connie outlined the following:

- a. **The Objectives** of the Audit which included:
 - The market readiness of the Shire for tourism activities
 - Identifying the gaps
 - Identifying the current strengths that we can build upon
 - Identifying the weaknesses we can turn into strengths
 - Identifying the opportunities we can take advantage of
 - Identifying the threats we need to address
 - Review current Shire plans & strategies to align with Tourism objectives & strategies

- b. **What was being audited?** These included:
 - Current Shire Tourism Plans & Strategies
 - Products/Offering/Assets
 - Services/Tourism Operators
 - Market Positioning
 - Branding & Image
 - Target Audiences
 - Mediums/Media/Current Marketing Activities

- Alliances/Relationships
- Market Trends & Statistics

c. **Desired Outcomes** of the Audit

d. **Proposed purpose of the Tourism Committee** in reference to the Audit & subsequent report & Tourism Strategy Plan

A number of **suggestions** were raised during the presentation including:

- The Committee conducts a self-audit to establish its key purposes and roles moving forward
- The composition of the Committee is reviewed and that two (2) more local tourism operators are invited to join the committee
- The monthly committee meetings are only 1 hour long in duration
- The current Council newsletter be reviewed to add a Tourism section/insert/page
- A Quality Framework is established within the Balranald Shire for the tourism operators, eg., Balranald Business Excellence framework where participating operators would receive a visual sign to indicate that they are a “Balranald Business Excellence Operator.” This would ensure a high quality standard of tourism products & services within the Balranald Shire.
- The use of the Balranald Tourism logo which was developed and adopted in 2012 be reinstated in present on all future marketing mediums & communications.
- Balranald Shire claim Mungo National Park back as part of our tourism marketing strategy

5. NEW BUSINESS

The Tourism Coordinator will provide a timeline of the Tourism Audit and subsequent Tourism Strategy Plan

6. CONGRATULATIONS TO YANGA NATIONAL PARK

Elizabeth White (Director of Corporate & Community Development) congratulated Yanga National Park for winning Silver at the recent NSW Tourism Awards in the Heritage & Cultural Tourism category.

7. CLOSURE: The meeting closed at 6.15pm

8. NEXT MEETING: 3rd February 2015