

**REPORT OF THE BALRANALD SHIRE COUNCIL TOURISM COMMITTEE
MEETING HELD AT THE BALRANALD SHIRE COUNCIL CHAMBERS ON
TUESDAY 1st September 2015 COMMENCING AT 5.00PM**

- 1. PRESENT:** Cr Ken Barnes (Chairman), Cr Steve O'Halloran, Elizabeth White (Director – Corporate & Community Development), Connie Mallet (Tourism Coordinator), Peter Lawler, Linda Nelson, Wayne Whitby

- 2. APOLOGIES:** Mayor Leigh Byron, Cr Jeff Mannix, Aaron Drenovski, Myrtle Matarazzo, Dinitee Haskard, Jo Gorman, Silvana Keating, Sue O'Halloran, Simone Carmichael, Ken Spinks

- 3. SUMMARY OF SWOT ANALYSIS by Tourism Committee Members (See Attached)**
 - The Tourism Coordinator provided an overview of the SWOT Analysis completed by Tourism Committee members over the month of August.
 - This SWOT Analysis (Strengths, Weaknesses, Opportunities & Threats) is part of the research and audit being conducted into the Tourism Readiness of the Shire in reference to attractions, operators, service, products, etc.
 - The results of the SWOT Analysis will be included in the new Tourism Strategy Plan and also actions will be included in the Committee's Rolling Action Plan

- 4. TOURISM COMMITTEE AGENDA**
 - It was recommended that 2 weeks prior to the Committee Meeting a request for Agenda Items will be sent to all members. These will then be added to the Meeting Agenda which will be sent the week before the meeting. This process will ensure that members' ideas & suggestions are effectively addressed.
 - These agenda items are in addition to any other items/ideas/suggestions raised during the meeting such as items raised under "General Business/New Business"

- 5. TOURISM ROLLING ACTION PLAN**
 - It was recommended that a Rolling Action Plan will be developed to ensure that all action items from the Committee Meetings are added to the Rolling Action Plan with timelines, resources and status updates.
 - This Plan will be reviewed and discussed at each meeting with the Tourism Coordinator providing a status update against each item. This process will ensure that actions are effectively addressed within a designated timeframe.

6. NEW BUSINESS ARISING/RECOMMENDATIONS

- **Protection of marker of the Southern Cross Landing:** It was agreed that the Committee look into whether the marker can be repaired by persons from the Work for the Dole initiative. Our understanding is that the Friends of the Southern Cross project will have individuals from the Work for the Dole program working on the plane's restorations.
- **Historical Markers:** It was suggested that we review areas/sites that should have or do have historical markers and to put into action the installation/restoration of any markers.
- **Old Balranald Gaol:** A resolution was made that the writing on the walls of the Old Gaol be protected. Discussions would be made with John Stevenson to decide on the best ways/methods to be used to protect these walls.
Moved by Linda Nelson
Seconded by Peter Lawler
- **The Ben Scott Memorial Bird Trail:** It was suggested that we talk to John Stevenson about what is planned for the maintenance/upkeep of the Bird Trail and what financial commitment (budget) has been allocated for this. Since this Trail has been promoted as a Balranald attraction, it is important that the presentation and upkeep is maintained.
- **Mungo Road Closure Signs:** It was recommended that we talk to John Stevenson about the Mungo Road Closure Signs that are controlled by Wentworth Shire. At times there appears to be some discrepancy between Wentworth's closure decisions and what the actual condition is and the ability of visitors to travel on the road...How can this be best managed ?

7. CLOSURE:

The meeting closed at 6.30pm

8. NEXT MEETING: Tuesday 6th October, 2015