

**REPORT OF THE BALRANALD SHIRE COUNCIL TOURISM COMMITTEE
MEETING HELD AT THE BALRANALD SHIRE COUNCIL CHAMBERS ON
TUESDAY 7th August, 2018 COMMENCING AT 5.00PM**

1. **PRESENT:** Iain Lindsay-Field (Chair), Ken Spinks, Wayne Whitby, Kathy Anderson, Ken Barnes, Cr German Ugarte, Simone Carmichael, Dianne Williams, Vivienne (BSC)
2. **APOLOGIES RECEIVED:** Terri Bilske (Director Corporate and Community Development), Linda Nelson, Bronwyn Brougham, Peter Lawler.
3. **ACCEPTANCE OF THE MINUTES FROM THE PREVIOUS MEETING:**
The Minutes were accepted from the previous meeting.

Moved: Ken Spinks
Seconded: Kathy Anderson

4. BUSINESS ARISING:

a) Fish Restocking – Consideration of Ken Barne’s letter.

Vivienne (BSC) handed to the Chair (as requested by this Committee) a copy of letter from Council supporting recommendations in Ken Barnes Fishing Letter (updated by the Chair).

Action: Chair to mail to addressed recipient and copy to Local Member.

b) Fence Discovery Centre

Chair has not received update from either Director Corporate and Community Development) or Director Infrastructure & Development – held over

c) New Committee Members

No response from Director Corporate and Community Development. – held over.

d) Key Tourism Actions for 2018 Document

Director Corporate Services and Community Development had not reported – held over.

e) Progress on selection of new Tourism Co-ordinator

Cr Ugarte reported that the new structure of the position had been approved.

Now to be passed by Council prior to position being advertised.

Ken Barnes expressed his concern that “Tourism will hit a brick wall unless there is someone appointed to direct and drive it” – Committee concurred.

f) Template for Projects

There were no Project Templates submitted for the month.

g) Community Gathering to officially open AC/DC Frogs

Cr Ugarte suggested that AC/DC Frogs be officially opened at the time of the 5 Rivers Outback Festival.

Action: Cr Ugarte to meet with Festival Committee.

h) Tourism Manager Forum/Tourism Development Workshop – Aug 14/15 in Griffith

Chair advised that Sarah Hope from Destination Riverina Murray had emailed himself and Cr Ugarte to alert us to this forum and workshop. The Chair advised that Dianne and himself would be attending the Tourism Development workshop and it was suggested that Kathy attend the Manager Forum. Cr Ugarte suggested that businesses need to be made aware of these opportunities.

Note from Chair: This is a clear case where a Tourism Co-ordinator/Manager would be well aware of the Tourism training opportunities available and how they should be actioned. It has taken far too long to get to this tourism position filled and the Shire is being severely disadvantaged by the slowness of the new appointment... the previous Tourism Co-ordinator resigned in mid-December, 2017 and it is now early August, 2018. I do not have the time to be a conduit for all Destination Riverina/Murray to Shire Correspondence, let alone informing all businesses of, in this case, the training opportunities available. Nor am I in possession of all the email addresses to contact all businesses.

5. Monthly Tourism Statistics and Traveller Comments

Kathy reported June Tourism figures. Cr Ugarte is helping Kathy with collation of reporting comparative Visitor numbers, thank you Cr Ugarte.

Vivienne recommended asking visitors their destination, a valuable aid for targeting advertising, the Chair supported this recommendation.

It was noted that Sarah Hope (Destination Riverina Murray) is asking for information to be collated as to where visitors are coming from, ie. Postcodes.

The Chair thanked Kathy and Cr Ugarte.

6. NEW BUSINESS

a) Riverina Murray Marketing Campaign

Chair to inform Sarah Hope that Balranald will align with both Destination Riverina and Murray. Note that Destination Riverina Murray has visitors from the North to the Riverina and visitors from the South to the Murray region.

Cr Ugarte reported that BSC have committed \$10k to the Destination Riverina Murray marketing campaign being \$5k per year for the next two years. The Chair thanked Cr Ugarte for catching this opportunity – in the absence of a Tourism Coordinator/Manager.

b) Non-inclusion in DNSW Road Trips Campaigns

DNSW have launched a new road trips campaign and Balranald have not been included. Cr Ugarte feels that we should contact them with a proposed itinerary for inclusion. The current road trips are:

Darling River Run - Walgett to Wentworth

Riverina to Snowy Valleys Way - Griffith to Tumbarumba

The Mighty Murray River Drive - Albury return via Tocumwal, Moama and Deniliquin

The Long Paddock - Moama to Wilcannia

Agreed that this be discussed more at the next meeting.

c) Industry Opportunities

Cr Ugarte was referring to the Tourism Manager Forum – refer 4(h).

d) Drinking Water Fountains

Ken Spinks suggested that drinking water and water aeration stations be included in the Market Street revitalization project.

Mon Carmichael (Market Street Revitalisation Committee) said this had included.

Action: Chair to check inclusion of water aeration stations with Gavin Hegleland.

e) Rubbish Bins near Swing Bridge

Linda Nelson requested that Council place bins near Swing Bridge.

It was resolved to ask Council to consider this request.

Moved: Ken Spinks
Seconded: Dianne Williams

7. MATTERS WITHOUT NOTICE

a) Sale of Westland Motors Building (Friends of the Southern Cross)

Kathy Anderson reported that this building will be offered for sale in December of this year, possibly leaving the FOTSC without a residence.

Wayne Whitby (Manager RSL Club) advised that the RSL had offered to purchase building, with RSL retaining side block, but allowing FOTSC to remain in building, with rent in lieu of building maintenance and the offer was not accepted.

Dianne Williams (Market Street Revitalisation Project Committee) informed the Meeting that she had suggested that Council purchase the Westland Motors building in order to save FOTSC. Gavin Helgeland suggested a petition. Dianne acted on this by suggesting to Gavin that Balranald Inc, with Council of permission, could start a petition. Dianne emailed Gavin and the General Manager on the 6th July, 2018 to confirm this, but to date, had had no response.

Vivienne said she would investigate grants that may facilitate purchase of the Westland Motors building.

Action: Vivienne to investigate grants to purchase FOTSC

Action: The Chair to invite Col Jacka (Chair FOTSC) to attend the next Tourism Committee meeting.

b) Mythology of the Murray River – PHD Student Therese Apolonio

Skull of Bunyip, found in Balranald, 1847. Therese Apolonio applying for Grant application to take this project further and have the skull returned to Balranald.

It was resolved to ask Council to consider supporting this project.

Moved: Cr Ugarte
Seconded: Kathy Anderson

c) Yanga Homestead Audio Tours

Now available at the Discovery Centre and proving very popular,

Thank you to NPWS and Mon Carmichael.

Chair thanked all for attending.

MEEETING CLOSED – 6.08pm

NEXT MEETING – 4th September 2018