

**MINUTES OF THE BALRANALD SHIRE COUNCIL TOURISM COMMITTEE MEETING HELD AT THE BALRANALD SHIRE COUNCIL CHAMBERS ON TUESDAY 5<sup>th</sup> FEBRUARY 2019 COMMENCING AT 5.07 PM**

1. **PRESENT:** Iain Lindsay-Field (Chair), Dianne Williams, Ken Spinks, Vivienne McEvoy (BSC – Manager Community & Tourism), Peter Lawler, German Ugarte, Wayne Whitby, Linda Nelson, Bronwyn Brougham, Gavin Helgeland (BSC – Manager – Strategic Development)
2. **APOLOGIES RECEIVED:** Ken Barnes, Simone Carmichael, Terri Bilske (BSC DCCS), Michael Kitzelmann (BSC GM)

**3. ACCEPTANCE OF THE MINUTES FROM THE PREVIOUS MEETING:**

Minutes were presented and Iain suggested a clean start to the 2019 year. All agreed.

**4. MONTHLY STATISTICS REPORT – Manager Community & Tourism (MCT):**

Tourism statistics will be presented at the Council Meeting to be held on Tuesday 19<sup>th</sup> February 2019. Figures suggest the visitation to the region is low which is on trend to previous summer months.

MCT has been looking into the following areas for Tourism:

- Website
- POS
- Online Bookings
- Joint Marketing Opportunity with Destination Riverina Murray, NPNSW and Balranald Shire Council. Filming will be taking place in Balranald on 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> March and then heading out to Mungo NP for the full moon on 21<sup>st</sup> March.

MSD advised that the business case has now been submitted for final approval which includes the \$1.8m Main Street Project, Swing Bridge Loop Trail and Bird Trail. The Tourism Committee (Ken S & Iain) were extremely helpful in providing insight into these areas of development.

He also advised that there is a Heritage Infrastructure Grant coming up and other small opportunities to chase in the coming weeks.

Australia's Creative Rural Economy (ACRE) Ian Tulley (Swan Hill) is a resident artist on land and MSD will find the presentation to provide the information for future projects.

**Action: MCT to forward presentation of Ian Tulley to Committee Members for perusal**

**5. Destination Riverina Murray**

Richie Robinson (GM DRM) called in with a report on DRM. He advised that fish plans were being developed to address the fish issues and Destination NSW were putting together a

campaign to minimise the perception on the fish kill. Information would be forwarded to the Minister in the near future.

As MCT had mentioned, DRM, NPNSW & Balranald Shire Council are currently working on a marketing campaign for Balranald, Yanga National Park and Mungo National Park with We Are Explorers.

DRM have also been advertising a campaign on sharing images through Instagram (#myriverinamurray) which will have a bleed through effect to the West via Road Trips advertised. The Spring advertising campaign will see the Murray Regional Tourism body target a younger demographic for exploring the Balranald and Euston regions.

German asked about the trade/camping shows, Richie advised that they would be attending the Sydney CC Show, showcasing the road trips that are available. MCT asked about attending with DRM @ the Sydney CC show in future. We do have the opportunity to send our A5 Visitor Guides to be distributed on our behalf at the Destination NSW stand.

**Action: MCT to arrange to have some Visitor Guides forwarded to distribution**

DRM have taken up the invitation extended by GM & MCT to hold a Board Meeting in Balranald on 16<sup>th</sup> April. Approximately 6 Board Members plus Richie and Sarah from DRM will be in attendance. We may also have some representatives from Destination NSW, this will be confirmed at a later date.

**Action: MCT to put together an itinerary for the visit**

## 6. General Business

Iain advised that Australian Conservancy have rumoured to have purchased the Great Cumbung Swamp. Further details were published in the Riverina Grazier (Hay).

**Action: MCT to seek further information and make contact with GM**

Linda mentioned that the Discovery Café windows need some sort of coverage to keep the heat out.

**Action: MCT to speak with DID regarding the possibility of tinting windows, should there be budget funds available.**

Linda mentioned the plants at the Discovery Centre. It might be a good opportunity to start planting the bush tucker plants and natives to help with the summer heat that we experience and also provide some good ground coverage for the gardens. MSD said it might be something the Beautification Committee could be involved with and Linda would attend the Beautification Committee to discuss further.

German queried \$30K in the budget for promotions and asked how much of those funds were remaining. MCT advised that some funds had been used to pay outstanding invoices from previous years Christmas campaigns.

**Action: MCT to check the \$30K budget query and advise**

German asked about activities for Easter/Anzac Day. Ex Servicemans will be holding their Good Friday Appeal and the Balranald Football Netball Club are having their Billy Goat Races on Easter Saturday.

Discussions were held with the committee about Easter Sunday and it was agreed that the Balranald Tourism Committee would do an Easter Egg Hunt on the morning of Easter Sunday at the Discovery Centre.

**Action: MCT to put together a plan for the morning and advise details at the next meeting**

German asked about a Calendar of Events. Events are up to date on the [visitbalranald.com.au](http://visitbalranald.com.au) website.

German advised that Sydney Weekender had contacted him to potentially do a tour at Mungo. Details weren't confirmed at this stage.

Ken S advised that the Echuca Vintage Car Club will be travelling from Hay to Balranald on Wednesday 20<sup>th</sup> March. There will be approximately 40 restored cars and trucks and they will be staying at the Balranald Caravan Park on Wednesday night.

Ken S queried the Yanga Woolshed and whether there were any plans to develop the site in the future.

**Action: MCT to contact NPNSW to discuss**

Dianne advised that Downers had approached Balranald Inc. with some funding opportunities and they will be working together. Further details will be available at a later date.

No other business and meeting closed at 6:23pm

Next Meeting – 5<sup>th</sup> March 2019