

MINUTES OF THE BALRANALD SHIRE COUNCIL TOURISM COMMITTEE MEETING HELD AT THE BALRANALD SHIRE COUNCIL CHAMBERS ON TUESDAY 4th JUNE 2019 COMMENCING AT 5.10 PM

1. **PRESENT:** Iain Lindsay-Field (Chair), Dianne Williams, Ken Spinks, Peter Lawler, Simone Carmichael, Terri Bilske (Director Corporate & Community Services), Vivienne McEvoy (BSC – Manager Community & Tourism), Michael Kitzelmann (BSC – General Manager), Gavin Helgeland (BSC – Manager – Strategic Development), Adrian Gorman (Guest)

2. **APOLOGIES RECEIVED:** Ken Barnes, German Ugarte, Linda Nelson, Bronwyn Brougham

3. ACCEPTANCE OF THE MINUTES FROM THE PREVIOUS MEETING:

Minutes of May meeting were passed as a true and correct record

Moved: Ken S

Seconded: Dianne

4. BUSINESS ARISING

Workshop Annual Events Calendar – Committee (Carryover to July)

Local Merchandise at Discovery Centre – German (Carryover to July)

\$ for \$ Fishling funding – Kens advise of \$1K each, Balranald, Euston & Kyalite Fishing Clubs in 2019/20. Iain advised that Ken had emailed Nathan Reynoldson from Fisheries regarding the funding for fishling stocks.

Action: Iain to contact all fishing clubs and then put in a formal request to council to ensure \$3,000 is included in the 2019/20 budget for the fishling stocking program. It was noted that this must be done before 26th June 2019.

5. MONTHLY REPORTS

Manager Community & Tourism (MCT)

MCT provided an update of the visitation numbers to the Visitor Information Centre advising May 2019 has exceeded 2018 and 2017 visitor numbers.

a) Advertising spend to 31st May:

<u>Actual</u>	<u>Budget</u>
\$21,267 (includes WAE Campaign)	\$8,000 (reduced from \$20,000 as \$12,000 used for radio advertising)

(Includes \$1,265 Cartascope Maps, \$4,242 The Guardian -previous years invoices, \$1,500 Executive Media -Caravanning Australia Advertising, \$760 Mildura Visitor Guide)

b) Donations received at Discovery Centre

<u>Actual</u>	<u>Budget</u>
\$7,883	\$6,000

MCT headed to Albury for NSW First Tourism Manager Forum with DNSW in early May.

Anyone interested in product development assistance can contact NSW First Program tourism business resources, workshops and webcasts, as detailed below (links also included).

Product development assistance

- [NSW First Program](#) tourism business resources, [workshops and webcasts](#)
- [Subscribe to receive NSW First updates](#)
- NSW First Guides -
 - [Develop Your Tourism Business](#).
 - [Promote Your Tourism Business](#)
 - [Sell: Inbound Tourism Guide](#)
- [Inbound Product Update](#)

Please refer tourism businesses to product@dnsw.com.au for development assistance and Destination NSW Product Showcases.

Social Media

- Destination NSW Social Media Guidelines ([download](#))
 - Social Media Business Accounts:
 - [Facebook Business](#)
 - [Instagram Business](#)
- Social Media Assistance:
 - [Facebook Assistance](#)
 - [Instagram Assistance](#)
 - [Twitter Assistance](#)
- Stay up to date:
 - [Facebook](#)
 - [Instagram](#)
 - [Twitter](#)
- Online courses:
 - [Facebook Blueprint](#) – online courses for Facebook and Instagram

Destination NSW Content Library

- [Content Library](#)

Manager Strategic Development (MSD)

Gavin gave an update on the meeting held with the community for the riverfront revitalisation program. A second meeting is to be held with that group on Wednesday 5th June at 6.00pm. He provided some information on the Public Bath Reserve, which is a Dedication passed by State Parliament in 1861. The group will need to spend more time and energy into what we put in that space, and are looking forward to how that may look in the plan.

Gavin also provided a sketch of the 'giant' frog sculpture which will be an interactive play sculpture positioned within the main street revitalisation.

Discussions were also had about Balranald making claim to the Bunyip skull that is currently held in Canberra. At this point, whilst there has been claims to the skull, it appears that there is no greater claim than Balranald and we will look further into the potential of bringing the skull 'back' to Balranald where it was discovered along the Murrumbidgee River in 1846.

6. NEW BUSINESS

Household rainwater tanks – Ken S commented on the importance of household rainwater tanks in the community. Gavin will help Ken S looking into opportunities for the community to seek assistance in installing tanks at the homes. It was agreed that whilst many households have rainwater tanks, and Gavin will assist Ken, it wasn't a discussion for this committee.

Members of Tourism Committee – Iain mentioned the need for new Tourism Committee members. Michael advised of the current discussions around the Council Committees restructures and it was agreed that other people could be invited to join the Tourism Committee whilst that process was happening.

Next Meeting – 2nd July 2019

Meeting closed at 6:10pm