

**MINUTES OF THE BALRANALD SHIRE COUNCIL TOURISM COMMITTEE MEETING HELD AT THE
BALRANALD EX-SERVICES BOARD ROOM CHAMBERS ON THURSDAY 12TH MARCH 2020
COMMENCING AT 4.09 PM**

1. **PRESENT:** Simone Carmichael, Gavin Helgeland (BSC), Iain Lindsay-Field (Chair), Wayne Whitby, Peter Lawler, Vivienne McEvoy (BSC), Adrian Gorman (Guest)
2. **APOLOGIES RECEIVED:** Di Williams, Linda Nelson, Ken Spinks, Michael Kitzelmann
3. **ACCEPTANCE OF MINUTES:** Minutes from meeting held 20th February 2020 were presented and moved as a true and correct record.

Moved: Wayne Whitby

Seconded: Peter Lawler

4. BUSINESS ARISING FROM PREVIOUS MINUTES

Nil

5. PRESENTATION BY ADRIAN GORMAN – WOOL & TRANSPORT MUSEUM

Adrian presented to the committee copies of correspondence, news articles and preamble for discussion regarding the possibility of the development of a Wool and Transport Museum to be located inside the courtyard of the old gaol complex.

Copies of these documents are attached to these minutes.

A lengthy, healthy discussion was held between all committee members and Adrian. Other locations were suggested by the committee, such as Yanga Woolshed, two rooms at the Malcolm Museum or a building/facility by the river in a possible redevelopment opportunity to recognise the history of the river trade were discussed.

Motion 1: Whilst the Committee fully support the collection and preservation of all history including wool and transport; we do not believe the gaol is the appropriate location and therefore decline the proposal in this form.

Moved: Simone Carmichael

Seconded: Wayne Whitby

Motion 2: The Committee work with Adrian and visit the Malcolm Museum to measure up the inside of the two back rooms for a possible temporary location for the wool and transport museum pieces.

Moved: Simone Carmichael

Seconded: Wayne Whitby

Motion 3: The Committee work with Council to seek funding opportunities to develop Strategic Master Plans in an effort to gain grant funding for a Museum Curator to assist with the cataloguing and sorting through the contents in the Malcolm Museum.

Moved: Simone Carmichael

Seconded: Wayne Whitby

Motion 4: Given Adrian has advised that the Gorman Family are prepared to financially invest into the project, the Committee and Council seek out funding opportunities to erect infrastructure in a location to be decided at a later date for the display of our historic past, including permanent structure for the proposed Wool and Transport Museum.

Moved: Simone Carmichael

Seconded: Wayne Whitby

The Committee thanked Adrian for his time and he left the meeting at 5.15pm

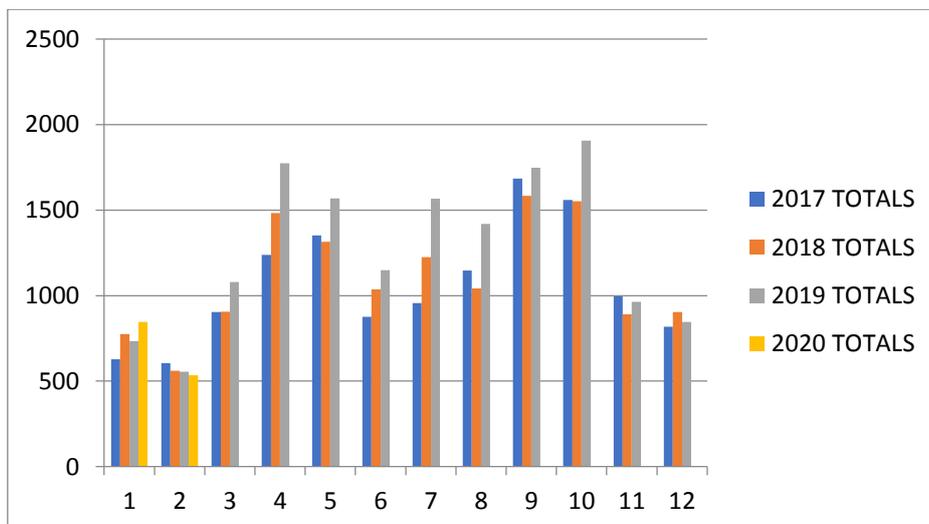
6. MANAGER COMMUNITY & TOURISM SERVICES MONTHLY REPORT

Vivienne provided a summary of the visitation and sales statistics for the Discovery Centre for the month February as follows:

a) Discovery Centre Visitation

The below graph represents the number of visitors who have made contact with Balranald Visitor Information Centre in person, by email, telephone or website enquiry.

Our **peak** tourist season commences in April/May then a drop off from June July and August, picking up again for September and October. Note, January and February are the quietest times for visitation in remote, rural areas.



Information below is the number of visitors that visit various locations within the Discovery Centre Grounds and merchandise sales.

Balranald Visitor Centre - Monthly Report - February 2020					
Visitors in Centre & Interpretive Pavilion				Top Merchandise Sales	
	Current Month	Previous Month	Change %	Item	No.
Visitor Information Centre	481	760	-58.00%	Postcards	38
Interpretive Pavilion *	0	0	0.00%	Frog Figurines	25
Gaol	10	47	-370.00%	Magnets	23
Museum	39	62	-58.97%	Souvenirs (frog pens etc)	16
*Closed from 23/12/19 for Maintenance				Clothes (T Shirts etc)	13
Monthly Merchandise Sales Figures	\$2,159.05	\$3,821.45	-43.50%		

b) Social Media and Website Visitation

A summary of March 2020 social media and website visitation is detailed below.

Social Media and Website Visitation - February 2020					
Facebook	Total Page Likes		Total Reach Current Month	Total Engagement	
	10,311		6,113	763	
Website (Since Aug 2016)	Total Number of Visitors		Total Page Views		
	63,312		114,604		
This Period	1,764		2,860		
murrayriver.com.au Website	No. of times Ad displayed		Direct leads to website	More Information Page Views	Total national bookings & enquiries
	Current Month (February)	198	36	242	126
	Since Listed	23,132	3,150	26,089	76,080

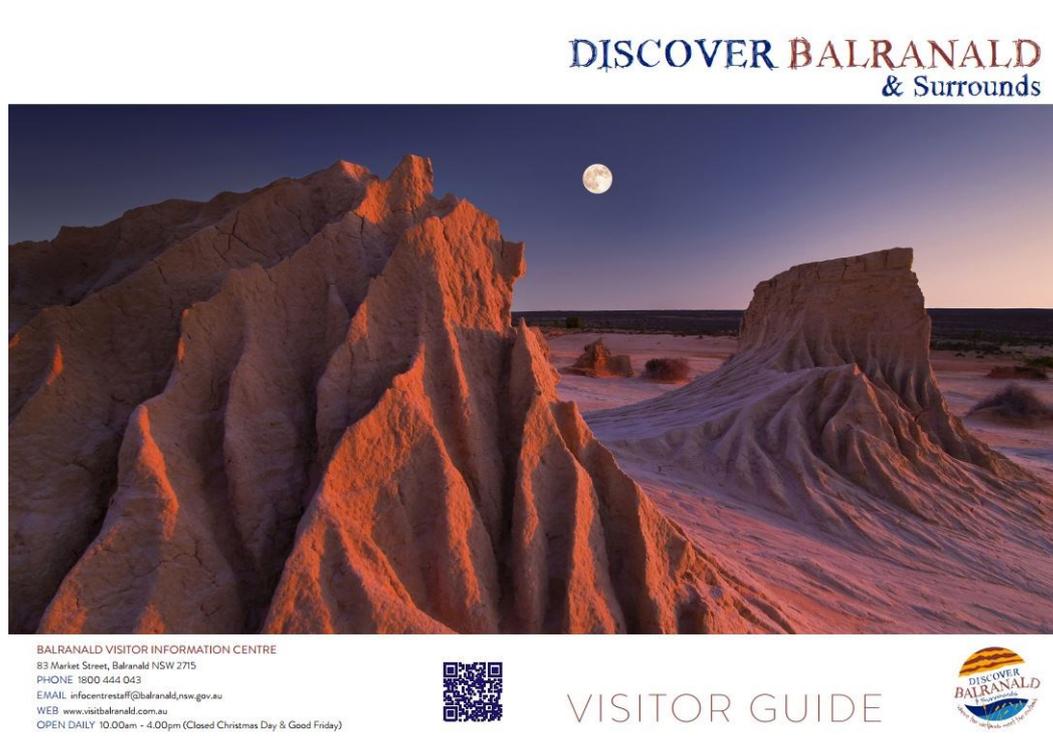
c) Advertising spend to date

July	Outback Beds	\$700.00	Map sponsorship				
Aug/Sept	The Guardian	\$900.00	Your Swan Hill magazine				
Aug/Sept	Destination Riverina Murray	\$0.00	#myriverinamurray instagram local photographic competition (Prizes donated by Lake Paika Accommodation and National Parks NSW)				
Nov	Caravanning Australia	\$2,100.00	Committed to Autumn Edition 2020 1 full page				
Dec	Use of 3SH Radio Ads promoting business in Balranald	\$0.00	Included in radio advertising budget - value \$1500				
	Total	\$3,700.00	(Excluding GST)				

Destination NSW has introduced a marketing opportunity for Local Councils and LTO's to increase expose for their regions. I have been in contact with Destination Riverina Murray to express our interest to partner with other councils in our region. Awaiting responses.

d) Visitor Guide

We are very close – here is a snippet of the front cover. This image will wrap around the whole guide so as to see the picture when the booklet is open on a coffee table.



e) Geotrail Update

Guy Fleming is meeting with us at 10.30 am on 1st April 2020, along with Jo Pedler from NPWS. Everyone is invited to attend this meeting. After the meeting as we will be heading out with Guy.

f) Night Skies

Destination Country and Outback Night Skies Experiences Concept Plan is printed and will be forwarded to each of you after the meeting.

There are plenty of opportunities to get involved with Night Sky Tourism in the future. Costs involved to get things up and running, but there may be an opportunity for an already existing tour operator or location to expand their existing product.

g) AVIC

I attended the Accredited Information Centre Industry Advisory Group meeting in Sydney on 5th March and we spoke at lengths about the impact to tourism due to bush fires, floods and now the coronavirus. We really won't know the full impact of the latter until we know but all agree that it will be huge to Tourism Australia and the cities and large regional areas.

7. New Business

a) Relocation of frogs inside the gaol exercise area.

Discussions were held around the frogs inside the gaol exercise area and the lack of exposure they get unless people gain access to the gaol.

Motion: Remove the frogs from the inside of the old gaol and contact Balranald Art Gallery to paint the three frogs and repurpose them to locations around Balranald in costume colours relevant to their location.

Those locations would be as follows:

- i) Paint in prison stripes of the early 1900's and locate outside of the gaol complex.
- ii) Paint in Lifesaver colours (red and yellow) and locate outside of the swimming pool.
- iii) Paint in Balranald Central School colours, representing a teenage student, with a skateboard and locate between Wintong School and Skate Park.

Moved: Wayne Whitby

Seconded: Iain Lindsay-Field

b) Support to Council and Staff

The committee discussed the good positive discussions being held around tourism in our region and the many different areas to expand.

Motion: That the Committee confirm their support of Council Staff and will continue to work towards building tourism in the region together. All agreed.

Moved: Iain Lindsay-Field

Seconded: Wayne Whitby

c) Walking Trail east of Hospital

Peter Lawler spoke on behalf of Ken Spinks regarding a walking trail on the eastern side of the hospital. The proposed trail would take minimal expenditure to make trafficable initially, is highly accessible with its proximity to town and is an easier site to deliver water. Simone proposed that

Ken, Iain, Peter and Gavin revisit the funding and planning requirements for the development of the trail and bring ideas to the next committee meeting in April.

d) Ben Scott Memorial Bird Walk

Discussions were held regarding the notice in The Guardian regarding the drought funding allocation for the Ben Scott Memorial Bird Walk to be reopened.

This Committee feels that it is not suitable due to access of water and put forward the following:

Motion: It is the recommendation of the Balranald Tourism Committee that the Ben Scott Memorial Bird Walk and associated infrastructure be relocated to the planned walk at the eastern side of the Hospital. All agreed.

Moved: Simone Carmichael

Seconded: Iain Lindsay-Field

e) Regional Event Funding

Gavin advised the committee of the current funding available for regional events and expiry dates. Each member agreed to share within their networks.

f) The following new business items have been carried over:

New Committee Members

8. Next Meeting

Meeting closed @ 6.40pm

Next Meeting – Thursday 2nd April 2020